



# RAFAEL MORALES

Digital Marketer

International MBA in Digital Marketing

## PERSONAL HISTORY

Professional with a total of 7 years of work experience. More than 3 years of experience in the technology industry and 2 years working in digital marketing, leading eCommerce projects, website development, design and execution of SEO, social media management and inbound marketing strategies.

## SKILLS AND ABILITIES

- SEO & SEM
- Inbound Marketing
- Analytics & Monitoring
- Remarketing

## PLATFORMS AND TOOLS

- Google Analytics + Google Tag Manager
- Google Console + Google Ads
- WordPress + WooCommerce
- Facebook Ads / Store + WApp Business

## CONTACT INFO

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Current Location: Bogotá, Colombia

[My Portfolio](#)

## WORK EXPERIENCE

### SEO & eCommerce Manager Freelance

**Active Visions Group** | Jan 2020 - Present

- Creation, management and execution of SEO strategy.
- Creation of the eCommerce site using WordPress and WooCommerce.
- Design and execution of inbound marketing strategy.

### Digital Marketing Manager Freelance

**Iluminar** | 11/2018 - Present

- Increased repeat buying from 10% to 35%.
- Achieved a 300% ROI digital marketing conversion campaigns.
- Sales margin improved by 22% after implementation of online sales channels and inbound marketing strategies.

### BI Consultant

**Zeus Tecnología** | Jun 2015 - Oct 2018

- Development of the financial panel to end-user increased the license acquisition of BI department by 25%.
- Elaborated more than 60 personalized ad-hoc reports to customers from different industries: hospitality, retail, manufacturing, health, travel, etc.

## EDUCATION

### M.Sc. International MBA

ESIC Business & Marketing School - SISU | 2018 - 2020

### M.sc. Tax Managemet

Universidad Tecnológica | 2017 - 2018

### B.Sc. Business Administrator

Universidad del Norte | 2009 - 2014