RAFAEL SÚ

DATA MARKETER

Digital MKT Specialist with 3 years of experience working with clients of diverse backgrounds, including high-profile clients. Specialized in eCommerce and Data Analysis. Proven track record of creating and managing successful campaigns.

EXPERIENCE

Digital Marketing Strategist
Xiomara

January 2022 - Present

- Develop and implement targeted digital marketing strategies focused on driving sales.
- Manage and optimize paid media campaigns across various platforms.
- Conduct in-depth data analysis to optimize performance, and improve ROI.
- Resulting in a remarkable increase of up to +50% in sales.

Digital Marketing Specialist
Gerflor Iberia

May 2023 - August 2023

- Contribute to implement a new marcom strategy to drive growth.
- Collaborate with the sales team to develop and manage marketing workflows for effective lead generation (Hubspot).
- Coordinated with the communication agency to design and execute innovative events that attracted potential customers and increased brand awareness.

Paid Social Campaign Manager
Adglow

January 2020 - March 2023

- Managed and optimized campaigns to drive maximum ROI.
- Collaborated with cross-functional teams to ensure seamless implementation and delivery.
- Conducted data analysis to provide insights for optimization.
- Maintained strong client relationships, ensuring client satisfaction and repeat business.
- High profile clients : El Corte Inglés.

EDUCATION

Digital Business
ESIC Business & Marketing school (Madrid)

October 2022 - October 2023

- Digital transformation for organizations.

Data Science
IMF Smart Education (Madrid)

October 2021 - October 2022

- Business Intelligence, Data Analytics and Big Data for business.

Industrial Engineering
August 2014 - December 2019
Universidad Panamericana (CDMX)

CONACTO

- linkedin.com/in/rafael-su/
- rafasugu@gmail.com
  raf_sugut@hotmail.com
- +34 635 04 1692

LANGUAGES

- Spanish: Native
  English: Fluent C1

SOFTWARE

- Office: Advanced Excel
- Paid Social: Google, Meta, TikTok, Twitter, LinkedIn, Pinterest, Amazon, Spotify.
- BI: Power BI, Tableau.
- Programming: Python, R, SQL, HTTP, CSS , Java.
- Design: Canva, Figma.

SOFT SKILS

- Teamwork
- Results-oriented

CERTIFICATIONS

- Marketing Inbound, Hubspot Academy
- SCRUM Agile Methodology
- CAD: Solidworks