

Diego Fernandez

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PROFESSIONAL SUMMARY

Accomplished Digital Marketing Specialist with 13 years of progressive experience in Marketing. Demonstrated expertise in Email Marketing, Mailchimp, HubSpot with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Email Marketing	Mailchimp	HubSpot
Salesforce	Marketing Automation	CRM

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist | DigitalEdge

2018 - Present | San José, Costa Rica

- Spearheaded marketing initiatives that delivered 28% improvement in operational efficiency
- Led cross-functional teams of 14 professionals across multiple high-impact projects
- Architected and implemented Email Marketing solutions resulting in \$408K annual cost savings
- Established best practices and mentored 5 team members, improving overall team productivity by 34%

Digital Marketing Specialist | IKEA

2014 - 2018

- Developed and maintained mailchimp applications serving 85K+ users
- Collaborated with product and design teams to deliver 15 major feature releases
- Optimized system performance resulting in 48% reduction in response time

EDUCATION

Bachelor of Science in Marketing

Harvard University | 2006

CERTIFICATIONS

- Adobe Certified Expert
- Facebook Blueprint Certified

LANGUAGES

English | Portuguese