

TOMAS UTRERAS

• Digital Project Manager/ SEO specialails•

ABOUT ME

- An online advertising expert with over 8+ years of experience in digital project management, SEO, digital marketing and data analysis .
- Experienced in leading development teams for web-based applications.
- Developed technical skills in ad serving platforms such as Sizmek, and DoubleClick.
- Expert in Google Tag Manager, Google Search Console, Tableau, HTML, SQL, Google Analytics, Programmatic platforms such as Trade Desk and Mediamath.

EXPERIENCE

beIN SPORTS Media Group 2019

SEO Specialist

- Developed SEO strategies (Local, international, video, editorial SEO)
- Support all analytical platform implementations (Google Tag Manager, Google Analytics 360 Suite, Adobe Analytics, etc).
- Perform full Keyword research and developed related strategies
- Improved SEO practices, ranking strategies and performance
- Build KPI dashboards leveraging Google Analytics, Google Data Studio as well as other reporting tools.
- Diagnose technical SEO issues and resolve including, but not limited to, canonicalization, pagination, 404 errors, 301/302 redirects, broken links, duplicate content, robot.txt file, URL structures, etc.
- Providing support on campaign tagging and additional on-site tracking on Google Tag Manager
- Analyzing online user behavior, conversion data and customer journeys, funnel analysis and multi-channel attribution (Google Analytics 360, Nielsen NPower, Shareablee, MRI, Comscore, Quantcast, Lake5, Social Media Internal tools such as twitter, Youtube, Facebook and Instagram).

Worldwide Cargo Logistics 2016 - 2019

Digital Project Manager

- Be involved in all aspects of the development life cycle, including architecture, development, testing, training, implementation and support of IT Systems
- Managed all digital analytics platforms (Google Analytics, Google Tag Manager, Google Ads, Facebook Pixel)
- Work with all members of the team to plan sprints, prioritize work, manage QA and releases: Product, Technology, QA, Design, Editorial
- Designed, developed, tested, and maintained Tableau functional reports based on user requirements
- Provided Production support to Tableau users and Wrote Custom SQL to support business requirement

StarGroup

2013 - 2016

Digital Project Manager/Business Analyst

- Developed tracking within Google Tag Manager
- Marketing consultant for brands that needed to expand their digital presence in different digital platforms such as Spotify, Waze, LinkedIn.
- Create process to manage mobile applications development
- Managed offshore project and test team using Agile Scrum
- Planned, scheduled, tracked and managed projects timelines and worked with internal teams to execute plans.

EDUCATION

2018-2019 • Florida International University

Master of Science in Marketing

2014-2016 • Master in Project Management and Industrial Security
Universidad de las Americas - Ecuador

2007-2019 • Bachelor in Administration
Universidad de las Americas - Ecuador

TOMAS UTRERAS

• Digital Project Manager/ SEO specialails•

Cargo Logistics Group

2006 - 2013

Project Manager

- Developed project process such as estimates, plans, proposal, statements etc.
- Managed their marketing presence by using Google Search, Google Display,YouTube.
- Managed and developed new projects
- Developed and implement new processes structures across different departmentsand used CRM platform

SKILLS

Agile Software Development	Facebook Pixel	DoubleClick
SEM Rush	Youtube Analytics	Apple Suit
Google Tag Manager	Twitter Analytics	SalesForce
Shareablee - Adobe Analytics	Google Analytics	Hubspot
Google Ads	Microsoft office	Mediamath
Tableau, Power IB, Data Studio	Scrum Master Agile Methodology	Trade Desk
Confluence & Jira	Google Search Console	
SQL and Phytion	Sizmek	

CERTIFICATIONS

SEO Video – LinkedIn Academy

SEO Keyword Strategy – LinkedIn Academy

SEO Local SEO – LinkedIn Academy

SEO Foundations – LinkedIn Academy

Google Tag Manager - Analytics Manía

Lean Six Sigma Green Belt Certification – Go Lean Six Sigma Lean

Six Sigma Yellow Belt Certification-Go Lean Six Sigma Scrum

Master Certification – Scrum Alliance

Facebook Blueprint Certification – Facebook Academy

Hootsuite Platform Certification- Hootsuite

Google Ads Fundamentals Certification – Google Academy

Google Ads Search Certification – Google Academy

Google Ads Video Certification – Google Academy

Google Advance Analytics Certification – Google Academy

Google Display Certification – Google Academy

Growth Driven Design Certification – HubSpot Academy