



# OMAR ORTÚZAR

## DIGITAL MARKETING

I'm a multi-passionate creative with 11 years of experience in digital marketing. I easily adapt to circumstances and diverse markets. I'm responsible and I commit to deliver high quality work. I specialize in content creation, community management, design of automated marketing strategies, and planning and executing digital campaigns.

## EDUCATION

### MBA

2012

TecMilenio University  
Cuernavaca, MX

### BACHELOR IN MARKETING

2009

La Salle University  
Cuernavaca, MX

## TEACHING EXPERIENCE

Strategic Marketing  
2012, CULTURES University

## LANGUAGES

Native Spanish  
Advanced English (TOEFL)  
Intermediate French

## SKILLS

Painting  
Writing  
Graphic & Web Design

## BLOG

[www.friendlytouring.com](http://www.friendlytouring.com)

## CONTACT

(998) 182 9980  
[hey@omarortuzar.com](mailto:hey@omarortuzar.com)  
CANCUN, MX

[WWW.OMARORTUZAR.COM](http://WWW.OMARORTUZAR.COM)

## PROFESSIONAL EXPERIENCE

### GRUPO XCARET | CANCUN, MX

Marketing Automation Coordinator | February 2019 - Present

Coordination and planning of automated marketing campaigns through email, SMS and push notifications using Salesforce Marketing Cloud. Customer Journey analysis.

Senior Digital Marketing Analyst | January 2018 - February 2019

Research and analysis of global markets. Budget distribution. Plans and coordination of online campaigns. Kenshoo & Doubleclick optimization.

Digital Marketing Analyst | August 2015 - January 2018

Search & display online campaigns on Google Ads, Facebook Ads & Bing Ads. Programmatic Marketing on Marin Software. Taboola native ads. Remarketing & SEO.

Social Media Analyst | January 2014 - August 2015

Social media administration & analysis. Community management & Content Creation (50+ publications).

### SISTEMAS DE EXPOSICIÓN | CANCUN, MX

Project Manager | January 2013 - January 2014

Key account manager, prospection of new clients, coordination and supervision of material and human resources. Optimization of delivery times and post-sale services.

### CEMEX | CUERNAVACA, MX

Sales Advisor | June 2010 - August 2012

Customer portfolio expansion and administration. Marketing & Sales strategies. CRM.

## TRAINING

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|---|--|
| 2020. Science of Well-Being Yale University | 2011. Marketing & Sales World Forum            |
| 2019. Effective Teamwork Course             | 2010. Hotel Administration Diploma             |
| 2019. Design Thinking Course                | 2010. Time Management Course                   |
| 2019. Leadership Course                     | 2010. 7 Tools of Service Course                |
| 2019. Salesforce Connections Summit         | 2010. Online Businesses Seminar                |
| 2018. Google Geek Program                   | 2009. Written & Oral Expression Course         |
| 2018. Adweek LATAM Summit                   | 2009. Public Relations Course                  |
| 2017. Google Adwords Certification          | 2009. Intensive Program of French in Nice, FR. |
| 2014. Storytelling Course                   | 2009. Humanities Diploma                       |

## OTHER ACCOMPLISHMENTS

- 2020. Best Growth Hacking Campaign, eAwards
- 2017. Best Travel Online Campaign, IAC.
- 2017 & 2015. Sonrisas Grupo Xcaret Recognitions
- 2015. Socially Devoted, Social Bakers Recognition

