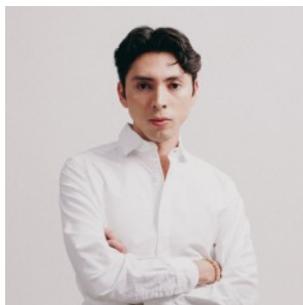


# CLAUDIO GONZÁLEZ

DIGITAL MARKETING EXPERT | PAID MEDIA SPECIALIST | TECH-ORIENTED MARKETER



## Claudio González Pérez

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Mexicali, Baja California,  
México

- Open to relocating
- Open to working from home
- Open to traveling



## PROFILE

Results-driven digital marketing professional with **10 years of experience** specializing in **paid media strategy, performance marketing, and conversion optimization**. A tech-savvy marketer with a strong background in **Google Ads, Facebook Ads, analytics, tracking, and UI/UX optimization**. Proven expertise in leading cross-functional teams, optimizing ad spend for high ROI, and implementing data-driven strategies. Extensive experience in the telecommunications industry and SaaS marketing, with a strong ability to integrate marketing technology for enhanced performance tracking.

## EXPERIENCE

### Sales-Hub | Acquisition Marketing Manager

2022 – Present | Remote, USA & Mexicali, MX

- Spearhead paid media campaigns across Google Ads, Facebook Ads, and programmatic channels with multi-million-dollar ad budgets to drive customer acquisition for telecom and SaaS brands.
- Optimize tracking and analytics by managing integrations with Google Tag Manager, Google Analytics, Facebook Pixel, and Microsoft Clarity.
- Manage marketing for multiple telecom and technology brands, overseeing customer acquisition strategies, landing page development, and performance tracking.
- Developed and executed marketing strategies that increased conversion rates from 1% to up to 25% and reduced CPA by more than 50% across digital channels.
- Collaborated with full-stack developers and UX designers to create high-performing landing pages that optimized conversion funnels by 10x in 3 months.
- Lead strategic marketing decisions for affiliate and performance marketing projects.

### Quattro Marketing Group | Digital Marketing Manager

2015 – 2022 | Mexicali, MX

- Led the digital marketing department at a renowned local agency, overseeing a team of 8 professionals in performance marketing, SEO, content strategy, and web analytics.
- Managed paid campaigns across Google Ads and Facebook Ads for clients in e-commerce, B2B, and service industries.

- Developed full-funnel marketing strategies combining paid media, content marketing, and automation tools.
- Designed and implemented custom reporting dashboards using Google Data Studio for real-time performance tracking.
- Provided strategic consulting for clients, optimizing their customer acquisition and retention strategies.

## **EDUCATION**

### **CETYS Universidad Campus Mexicali**

Licenciatura en Administración de Mercadotecnia (2017)

### **City University of Seattle**

Bachelor of Science in Business Administration (2017)

## **SKILLS & EXPERTISE**

- Paid Media & Advertising: Google Ads, Facebook Ads, Performance Max, YouTube Ads, TikTok Ads. Google Ads AI-Powered Performance Certified.
- Analytics & Tracking: Google Analytics (GA4), Google Tag Manager, Facebook Pixel, Microsoft Clarity, Google Looker Studio for BI dashboards.
- Conversion Rate Optimization (CRO): A/B Testing, Landing Page Optimization, Heatmap Analysis.
- Graphic Design: Figma, Photoshop, Illustrator.
- Marketing Technology: HubSpot, Custom CRM's, WordPress, Shopify.
- UI/UX & Web Strategy: User Behavior Analysis, UI design in Figma.
- AI Tools: Advanced use of Midjourney for concept art and ad assets, ChatGPT, OpenAI API's, and other LLM's.
- Affiliate & Growth Marketing: Lead Generation, Retargeting, Performance Marketing, CRM Integration.
- Project Management & Leadership: Team Management, Strategy Execution, Agile Marketing.

## **ADDITIONAL INFORMATION**

- Fluent in English & Spanish.
- Passionate about AI, automation, and emerging digital trends.
- Experienced in B2B, SaaS, and telecom marketing.
- Tech enthusiast, UI/UX design aficionado, and data-driven marketer.