

GUSTAVO ADOLFO TABARE ORTIZ

Senior Digital Sales | Marketing | Growth | Strategist

Calle Anna Frank 19, Madrid.

(+34) 655 970 046

Gustavo.tabare.ortiz@gmail.com

www.linkedin.com/in/gustavo-tabare-ortiz/

Born 14.03.1991

Spanish/Venezuelan Citizen

English / Spanish

Married



WORK EXPERIENCE

Komvida Kombucha

Growth Marketing Manager

Madrid, Spain

September 2020 - Current

- Delivered 20% of company's sales through digital channels and ecommerce, driving revenue growth and enhancing online presence
- Led omnichannel customer acquisition and retention strategy, driving sales generation of 2.5M, a 27% increase vs previous year
- Evaluated and enhanced an existing subscription program, resulting in a 250% increase in the acquisition rate of new customers
- Orchestrated Salesforce implementation, optimizing operations, streamlining processes, and boosting sales performance
- Achieved 87% ROAS improvement by efficiently managing the digital budget
- Directed and coordinated sales team and data analyst role to improve sales performance
- Led and acted as catalysts of cross-functional team collaboration on the development of the national omnichannel marketing campaigns, including the implementation of SEO, SEM, paid media, and email campaigns
- Worked with Marketing Cloud for a new automated sales channel, creating +85 customer journey and workflows, and generating additional 100 k on one-time purchase in 2021
- Defined and monitored market intelligence and KPIs on customers, marketing solutions and digital sales, resulting in ROI improvement of 11%
- Built interactive and personalized emails, obtaining open rates of 47% and 10% click rates through a/b testing in mayor campaigns

AXA

Sales & Marketing Manager

Madrid, Spain

February 2019 - November 2019

- Defined and created loyalty strategies to improve retention rates with estimates of 1%, with annual earnings of +€100,000
- Implemented Programmatic Purchase and Google Ads in the customer environment, reducing CPM and CPL costs by 22%
- Developed, standardized and automated Salesforce Marketing Cloud and its tools, including Email Studio, and Journey Builder
- Led and managed multiple external agencies for email campaigns to the entire AXA portfolio over 300.000 customers nationwide
- Developed Buyer Personas to enhance multi-equipment offers, improving cross-selling rates by 3%, a European best practice
- Defined and co-selected with different departments key marketing campaigns upon KPIs evaluation through Google Analytics, CRM, and M-Director, improving click-through-rate and conversion-rates above +15 % of more than 10 major national campaigns
- Collaborated with internal stakeholders the development and follow up of conversion tracking codes for multiple sales channels

Miami, United States

August 2017 - January 2019

Hispanic Media Group

SEO Analyst

- Executed semantic analysis of online customer traffic and strategically developed content and keywords for top-tier multinational companies, reaching up to 300 thousand visits per month a growth of 10%
- Collaborated with several stakeholders to generate more than 40 backlinks
- Defined and evaluated key performance indicators on major website insights such as Semrush, Keyword Planner, MOZ, Seoquake, Sistrix, Ahref, Screaming Frog and Google Analytics, providing key strategic insights to leadership

Hispanic Media Group

Content Creator

Miami, United States

September 2015 - August 2017

- Created and distributed content for an elite roster of celebrities comprising a social audience of more than 50 MM users
- Monetized digital traffic surpassing 1MM users per day obtaining an ROI higher than \$50,000 monthly
- Developed and implemented automated marketing campaigns through Mailchimp 90.000 touchpoints
- Enhanced efficiency in content through CMS Wordpress and Buffer to obtain the insights of the business and ROI

EDUCATION

European School of Management and Business (EUDE)
Master in Digital Marketing - Ranked #8 by Financial Magazine

Madrid, Spain
June 2018 - June 2019

Instituto de Estudios Superiores de Administración (IESA)
Diploma in Inbound Marketing - Master in Digital Marketing - Ranked #19 in LATAM by América Economía Magazine

Caracas, Venezuela
September 2017 - March 2018

Universidad Monteavila (UMA)
Bachelor of Social Communication

Caracas, Venezuela
September 2012 - July 2017

LANGUAGES AND TOOLS

Spanish (Native) | **English** (C1)

Certified in Salesforce Marketing Cloud (Marketing Automation)
Advanced in Klaviyo
Advanced in Facebook Ads and Google Ads (Pay Per Click)
Advanced in Google Analytics
Advanced in Data Studio / Looker Studio
Advanced in Google tools: Gslides, Gdocs, Gsheets, GMeets, GDrive
Advanced in Office: Microsoft, Excel, PowerPoint, Notes, Outlook
Advance in Jira, Scrum and Agile Methodologies

Intermediate in Google Optimize
Intermediate in Google Tag Manager
Intermediate in HTML
Intermediate in WordPress
Intermediate in Shopify
Intermediate in Relational Data Base
Basic in SQL

GENERALS

Guitar player of the band Bocaleon. **Motocross and Karate**, my sports activities. **Volunteer of** J.M. de los Ríos Hospital in Caracas, Venezuela. **Owner of Alvacio Market SL**, a Venezuelan food startup.
