Ana Lucía Puello Socarrás

Full Stack Marketer & UI

I turn my passion for tech into profits for companies. With over **10 ten years of experience in boosting the numbers** of multinational companies based in the United States, Argentina, and Colombia, I have become a Full Stack Marketer and an enthusiast of UI. I am proficient in **Performance, CRO,** and **Data Analytics**

- ★ Google Tag Manager
- ★ Looker Data Studio + REGEX
- ★ CRO and A/B testing + Hotjar
- ★ Google Ads and Google Analytics **4**
- ★ Hubspot and Sales Funnel Strategy
- ★ Sales Navigator, Facebook, Instagram, Linkedin, Pinterest, Tiktok, Twitter Ads

Get a Closer Look at

www.digiglu.com

- linkedin.com/in/realdigiglu
- (+57) 304 657 60 11
- hire@digiglu.com

SOFT SKILLS

Please take a look at www.digiglu.com/values

- ✔ Orientation towards excellence
- ✔ Leadership
- ✔ Active learning
- ✔ Results-oriented
- ✔ User-Centered Approach
- ✔ Strong attention to detail
- ✔ Creativity, initiative, and curiosity
- ✔ Analytical thinking and problem-solving

EXPERIENCE

MARCH 2022 - PRESENT
Full Stack Marketer - barriorojo.co

JANUARY 2022 - PRESENT
Performance Manger - alkimiads.com

JANUARY 2020 - PRESENT
Full Stack Marketer - JFPoliticS

MAY 2019 - FEBRUARY 2021
Digital Development Analyst - SAC Seguridad

SEPTEMBER 2018 - APRIL 2019
Graphic Designer - Web.com

FEBRUARY - JULY 2017
Web Designer - Theseus UNAL

JUNE 2016 - FEBRUARY 2017
Web Designer and Front-End - remax.co

HARD SKILLS

Please check all the **55** certifications at www.digiglu.com/active-learning

SOCIAL PAID MEDIA

- ✔ Google Ads *Certified*
- ✔ Google Ads Display *Certified*
- ✔ Facebook Ads *Certified*
- ✔ Linkedin Sales Navigator *Certified*
- ✔ Linkedin Ads *Certified*
- ✔ Tiktok Ads *Certified*
- ✔ Twitter Ads *Certified*
- ✔ Pinterest Ads *Certified*
- ✔ Mobile Apps Marketing & Ads *Certified*
- ✔ Design & Structure Sales Funnel *Certified*
- ✔ Google Ads Search
- ✔ Instagram Ads

DATA ANALYST

- ✔ *Google Analytics (2021)* *Certified*
- ✔ *Database fundamentals + SQL* *Certified*
- ✔ *Google Tag Manager* *Certified*
- ✔ *Google Tag Manager for Marketing* *Certified*
- ✔ *Looker Data Studio* *Certified*
- ✔ *LDS Reports Generation* *Certified*
- ✔ *North Star Metric for Startups* *Certified*
- ✔ *Inbound for Startups w/ Hubspot* *Certified*
- ✔ *Google Analytics 4* *Certified*
- ✔ *Shift to GA4* *Certified*
- ✔ *Google Cloud Basics* *Certified*
- ✔ *HTML and CSS* *Certified*
- ✔ *Javascript Basics* *Certified*
- ✔ *Conversion Rate Optimization* *Certified*
- ✔ *Digital Products A/B Testing* *Certified*

BONUS SKILLS

- ✔ Viral Marketing *Certified*
- ✔ Hacks for Writing Headlines *Certified*
- ✔ Instagram Basics *Certified*
- ✔ Content Strategy for Instagram *Certified*
- ✔ Content Creation w/ AI *Certified*
- ✔ Color Theory *Certified*
- ✔ Intro to Growth Marketing *Certified*
- ✔ Digital Organization *Certified*
- ✔ Trello for Activities Management *Certified*
- ✔ Remote Work *Certified*
- ✔ Soft Skills for Female Leaders *Certified*
- ✔ Leadership for Women *Certified*

TRAFFICKER / SEM

- ✔ Facebook Ads Adv.
- ✔ Facebook Ads for eCommerce
- ✔ Facebook Ads for eCommerce Adv.
- ✔ Message Camps w/ Facebook Ads
- ✔ Interaction Camps w/ Facebook Ads
- ✔ A/B Test Camps w/ Facebook Ads *Certified*
- ✔ Facebook & Instagram Ads Policies
- ✔ Copywriting for Facebook Ads
- ✔ Lead Generation w/ Facebook Ads *Certified*
- ✔ FB Ads Camps Analysis and Opt
- ✔ Dynamic Facebook Ads
- ✔ Ads Design
- ✔ Ads for eCommerce
- ✔ SSNN Ads for eCommerce
- ✔ Programmatic Fundamentals

LANGUAGES

Certification: https://www.efset.org/cert/vny5Qj

ENGLISH

- ✔ C2 - Reading
- ✔ C1 - Listening
- ✔ B2 - Speaking

SPANISH - NATIVE

EDUCATION

MARCH 2021 - PRESENT
55 Certifications and on - platzi.com - **PLATZI**

MARCH 2016
Digital Advertising - iabcolombia.com - **INTERACTIVE ADVERTISING BUREAU**

NOVEMBER 2015
Marketing and Design of Websites - utadeo.edu.co - **JORGE TADEO LOZANO UNIVERSITY**

MAY 2015
BA Professional in Graphic Design - **JORGE TADEO LOZANO UNIVERSITY**

MAIN FUNCTIONS AND DUTIES AT JOBS

Find the interactive version at www.digiglu.com/experience

FULL-TIME EMPLOYMENT EXPERIENCE: 4.5 YEARS

RE/MAX

- Design and Programming Web Sites (HTML, CSS, JS)
- Intranet management with specialised software
- Community Manager
- Design of Visual Identity of Umbrella
- Brand's sub-brands
- Editorial, PR (Magazines), Branding,
- Display and Promotional Design

WEB.COM

- Lead Generation
- Facebook and Google ADS Design, Creation and Tracking
- Content Marketing
- Email Marketing
- Digital Strategy - Inbound
- WordPress Site - Design, Management and Optimization
- Community Management
- Analytics Tracking and Report
- Blogging
- Copywriting
- Editorial, Branding, and Promotional Design

SAC SEGURIDAD

- SEO Optimization and Growth Strategy
- WooCommerce and WordPress
- Management
- Regular Staff Training about SEO,
- WordPress, and Content Generation
- Database Management
- Google Analytics Reports
- Lead and Prospect Generation
- Content Marketing
- Community Management
- Email Marketing and transactional e-mail
- Conversational Marketing w/ Cliengo
- Digital Strategy - Inbound
- CRM Automation
- DNS, SSL, and SSH Management
- General Digital Design and Coding (HTML,
- CSS y JS)
- Video Creation and Post-Production/ Edition (w/ Premier and After Effects)
- Automation with Zapier
- Branding Design and Brand Book Creation
- Endomarketing
- Google Analytics Reports
- UI Design

CONTRACTOR EXPERIENCE: 5 YEARS

ALKIMIADS

- Hubspot Management and regular team training about how to use it.
- Ads: Facebook, Twitter, Tiktok, Linkedin and Google
- Planning and measurement of digital campaigns with A/B Testing
- Customer Reports
- Asana and regular team training about how to use it.
- E-mail Marketing with Mailchimp
- Web development
- Power BI reports and Zapier automation

UNIVERSIDAD NACIONAL DE COLOMBIA

- Design of Internal Web Sites (Responsive Wireframe and Look and feel)
- Editorial, Digital, Content, Promotional, Corporative and Branding Design

JFPOLITICS

- Web Site Building and Design
- Full Stack Marketing
- Branding and Editorial Design

JOB EXPECTATIONS

Based on my 10 years of experience, knowledge, holistic professional profile, and certifications, a net salary between **1700** and **4000 USD** would be appropriate for me.

Depending on the job conditions and benefits offered by your company, a personalized amount will be displayed by the calculator that you find at:

www.digiglu.com/worth

Please take a look at the job conditions chart that you find in there, and interact with the calculator by checking the conditions offered by your company.
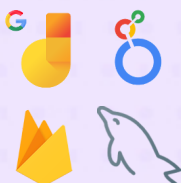
MILESTONES

https://www.elespectador.com/bogota/la-imagen-de-rock-al-parque-article-43182

- I designed a poster for a design contest organized by the biggest rock festival in Latin America. It made the top **5 best** designs. The newspaper published an article about it.
- At web.com, I multiplied the leads per ad by **4x** in the first month that I was given this duty.
- At SAC, I multiplied by at least **3x** all the Google Analytics numbers in the first quarter and kept them growing for an entire year.

SOFTWARE ABILITIES

ADS AND GROWTH MANAGEMENT

DATA ANALYTICS

WEBSITE BUILDING

CONTENT CREATION