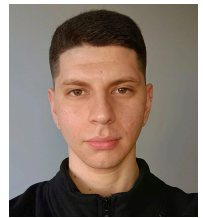


FACUNDO ORELLANA

IT Digital Marketing Analyst

facundoorellana@gmail.com | Tel. +54 9 11 3009-6723 | www.facundoorellana.com

17/08/2000 | Argentina, CABA, Caballito



Digital marketing specialist with over 2 years of experience in the field and more than 10 digital projects.

I am involved in all stages: business strategy, content architecture, technical implementation, results analysis, and support. I work with a focus on business objectives: measurement, acquisition, conversion, retention, and optimization. **I consider myself a problem-solving, adaptable, and committed professional.** [Portfolio Web.](#)

PROFESSIONAL EXPERIENCE

IT Marketing Specialist | Blackout Colors

2024 – Present

- Responsible for copywriting, asset selection and optimization. Edit projects in VS Code, working with JSON files, JS components and their attributes using frameworks such as React and Next.js.
- Collaborate with the team to ensure SEO-optimized websites, achieving 100% scores in Web Core Vitals and Ahrefs. Conduct audits in Screaming Frog and optimize every SEO detail, including indexability, canonicals, hreflangs, metadata, and structured data enrichment (GSC & Schema).
- Implement advanced measurement setups (GA4 + GTM + Data Layer + Looker Studio) and produce strategic reports for data-driven decision-making. Analyze and present E-Commerce performance data.
- Planifico y ejecuto campañas SEM en Plan and execute SEM campaigns on LinkedIn Ads and Google Ads aimed at B2B lead generation, using custom audiences to improve campaign effectiveness.
- Design UX/UI navigation structures for E-Commerce, integrating CRM systems and commercial automation workflows through Email and WhatsApp Marketing with Brevo, applying UTMs for traffic tracking.
- Provide support in project management using ClickUp and GitHub Desktop. Handle calendar planning, time tracking, WBS budget management, and coordination of team tasks.

Marketing Freelancer | Facundo Orellana Web

2023 – 2024

- Carried out initial SEO-friendly marketing practices in AEM and began specialization in the sector.
- Designed websites in Adobe XD, developed them in Bootstrap Studio, and deployed them on Vercel and Cloudflare.
- Organized WhatsApp Marketing campaigns for clients in the food retail sector, achieving over 150 monthly orders, a 12% increase in sales, and an 8% rise in average order value.
- Planned and executed lead-generation campaigns with Meta Business Manager for the real estate sector.

ACADEMIC BACKGROUND

- **SEO** - IT Master Academy (2025 - Ongoing)
- **GTM and Data Layer** - Udemy (2024)
- **Google Analytics 4** - Google (2024)
- **E-Commerce** - Google (2024)
- **Project Management Ready** - Project Management Institute (2023)
- **Yo Programo** - INTI (2023)
- **Administration Diploma** - UTN (2023)

LANGUAGES & SKILLS

- **Technical SEO:** Google Search Console | WCV | Screaming Frog | Ahrefs | SEMRush | SERP | Schema.org
- **Web Development:** VSCode | Next.js | React | JSON | HTML | AEM
- **Analytics:** GA4 | GTM | Data Layer | Looker Studio
- **Digital Advertising:** Google Ads | Meta Ads | LinkedIn Ads
- **CRM & Automatización:** Brevo CRM | Email Marketing | Whatsapp Marketing
- **Project Management:** PM | WBS | Ágile | GitHub | Asana | ClickUp
- **Languages:** Intermediate English (B2) and Native Spanish