

David Castano Gomez
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SKILLS

- Languages: English, Mother language Spanish
- Software Domain: Meta Ads, Google Ads, Tiktok Ads, Linkedin Ads, Pinterest Ads, Google Tag Manager, Google Analytics, Hyros, Triple Whale, and Wordpress (DiviBuilder)
- General skills: Design of sales strategies, Up Sell, Down Sell, Cross Sell and order bump remarketing campaigns on multiple platforms, planning and execution of advertisements, research and creation of offers, sales
- Preparation in data analysis, strategic planning and optimization of online sales channels
- E-commerces
- Sales Funnels
- Reporting in Google Data Studio
- Automations with apps like Zappier and Make

EXPERIENCE

2023 – Today

Expert in Google Analytics and Google Tag Manager
Repair Lift
320 E 22nd St, New York,
NY 10010, USA

2021-2023

SEO, SEM and Social Ads Leader
Inversiones T.P, Medellín (Colombia)

CURRICULUM VITAE – DAVID CASTAÑO G

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FORMATION

2012 - 2020

Professional in Advertising and Marketing

Universidad Pontificia Bolivariana, Medellín (Colombia)

IMPROVEMENT

2019 - 2019

Digital Marketing

Google for Professionals (Online)

2020 - 2020

Design Thinking

European Graduate Institute IEP (Online)

2020 – 2020

Diploma in Ecommerce

Superior Polytechnic of Colombia, Medellín (Colombia)

2020 – 2020

Marketing management

Superior Polytechnic of Colombia, Medellín (Colombia)

VOLUNTEER ACTIVITIES

2017 - 2017

Volunteer at home for orphans

Casa de Maria y el niño, Medellín (Colombia)

2023-2023

Leadership training and human potential

Ingenia, limitless potential, Medellín (Colombia)