

Adrian

Senior Digital Marketing & SEM Manager
Cancun, Quintana Roo



PROFESSIONAL SUMMARY

Results-driven Digital Marketing Professional with over a decade of experience driving online growth through strategic SEM, performance marketing, and revenue management. Proven track record managing multi-million dollar annual budgets and delivering high ROI (up to 10x) for major international hospitality and retail brands. Expert in automating complex campaigns and utilizing algorithmic attribution models to optimize customer acquisition across the Americas and global markets.

KEY SKILLS

- **Strategy:** SEM, Performance Marketing, Metasearch, Social Ads
- **Management:** Budget Allocation (\$4M+), Revenue Management, Agency Coordination
- **Analytics:** Algorithmic Attribution, KPI Analysis, A/B Testing, Performance Reporting
- **Automation:** Bid Management Rules, Programmatic Marketing
- **Languages:** Spanish (Fluent), English (Fluent), French (Basic)
- **Soft Skills:** Analytic, Proactive, Team Leadership, High Work Ethic, Detail-Oriented

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

February 2022 - Present

Leading Professional Marketing Agency (Remote)

- Driving organizational growth by increasing online visibility and generating qualified traffic, leads, and revenue through advanced Search Engine Marketing (SEM).

Sr. Digital Marketing Manager**August 2019 - February 2022***Specialized Performance Marketing Hub*

- Led the digital performance marketing team covering Metasearch, Social Ads, Search, Video, Display, and Email campaigns.
- Managed Sell-Side Programmatic Marketing, Graphic Design, and Revenue Management for a high-tier client portfolio.
- Collaborated on integrated strategies with social media, copywriting, and community management teams.
- Directed digital marketing initiatives for major hotel groups, international destination brands, and retail companies.

SEM Manager**December 2014 - August 2019***Global Luxury Hotel & Resort Group*

- Defined and executed the SEM strategy for the Americas Region (Canada, USA, Mexico & LATAM) with an annual budget of \$4 million.
- Achieved a consistent yearly SEM performance objective of 10x ROI.
- Orchestrated coordination between two external digital marketing agencies to ensure brand alignment and performance.
- Developed mobile-focused SEM strategies and automated campaigns using Marin Software platform via custom bid management rules.
- Managed Google Hotel Ad campaigns and served as lead commercial business developer for key regional properties.
- Performed deep-dive KPI analysis using algorithmic attribution models to optimize budget allocation across synergy-driven online strategies.

Business Developer / Web Marketing Manager**February 2013 - December 2014***Major International Online Travel Agency*

- Created comprehensive online strategies and revenue management plans to drive year-over-year sales growth for key accounts including luxury resort chains.
- Managed a team of four web marketing professionals, overseeing strategy and monitoring performance.
- Developed specialized dashboards and performance reports to identify and capitalize on new business opportunities.

Web Marketing Analyst / Back Office Executive**March 2011 - February 2013***Major International Online Travel Agency*

- Managed SEM campaigns for direct channels, specifically focusing on the South American market.
- Optimized the online booking funnel to increase profitability, customer retention, and service quality.
- Created operational dashboards to enhance follow-up timings and streamline reservation completions.

LEADERSHIP & NOTABLE SPEAKING ENGAGEMENTS

- **Speaker: Digital and Sales Marketing Summit (Punta Cana)** – Selected as one of 12 speakers to present on SEM essentials, digital trends, and paid search.
- **Delegate: Google Travel Summit (Dublin, Ireland)** – Selected twice (2016, 2017) as a guest at Google HQ for intensive workshops on automation and user tendencies in the travel industry.

EDUCATION

Bachelor of Business Administration

Anahuac Cancun University

CERTIFICATIONS

Google Search Ads

Google Analytics

Search Ads 360

Xandr Invest

Marin Software

Google Video & Display

TECHNICAL EXPERTISE

- Google Ads & Microsoft Ads
- LinkedIn Campaign Manager
- Meta Ads
- Google Tag Manager
- Shopify & Zapier
- Xandr Invest
- TripAdvisor & Viator
- Mailchimp & Sendinblue
- Asana, Trello & Slack
- Derbysoft