



JOSE MICHACA

Digital Marketer & Advertising Specialist



A Versatile Professional Ready to Collaborate with you.

Experienced Digital Marketing and Advertising Specialist with a 13-year track record managing campaigns across Mexico and Canada. Proficient in strategic planning, data analytics, and innovative marketing to elevate online presence and boost business growth. Skilled in crafting creative concepts for advertising campaigns, from ideation to execution, and adept at leading cross-functional teams.

LANGUAGES

- English
- Spanish

CONTACT

+1 (647)-831-8711 jmichacap@gmail.com

[Linkedin Profile](#) Toronto, Canada

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RELEVANT SKILLS & CERTIFICATIONS

- Digital Advertising Strategy
- SEO & SEM
- Social Media Marketing
- CRM Platforms
- AI Tools
- Creative Concept Development
- Graphic Design & Video Editing
- Email Marketing Platforms
- Web Development
- Google Ads Certification

EDUCATION HISTORY

Bachelor in Advertising and Design

Institution: Universidad Popular Autónoma del Estado de Puebla, México

Diploma in Creative Advertising

Institution: Brother Escuela de Creativos
Buenos Aires, Argentina

Postgraduate Certificate Advertising & Digital Marketing Strategy

Institution: Centennial College
Toronto, Ontario, Canada

WORK EXPERIENCE

Online Marketing Manager

CPA4IT Accounting | March 2018 - April 2024

- Built and scaled social channels (LinkedIn, YouTube, Meta).
- Set brand design and content guidelines.
- Ran Google & YouTube Ads; reduced CAC.
- Produced short-form videos; improved VTR/CTR.
- Led CRM/email automation; lifted engagement.
- Owned concept, creative, and execution for accounting-firm campaigns; elevated brand authority and demand.
- Tightened Sales handoff; increased consultations.
- Launched GA4/Ads/CRM dashboards; ROI test cadence.
- Developed online courses and webinars
- Created strategies and content through AI tools.

Digital Marketing Manager

Mistertennis Group | Sep 2010 - Dec 2016

- Led the marketing department for a nationwide sporting-goods retailer.
- Directed content across social, web, and video.
- Managed multi-platform ad buys (Google, Meta, YouTube, TikTok).
- Provided end-to-end creative direction; shipped integrated campaigns.
- Wrote high-converting copy for ads, web, and video.
- Allocated and optimized budgets; maximized ROI.
- Grew and engaged community across channels.
- Collaborated with brand marketing teams (Adidas, Nike, Puma, Vans, Timberland, and others) to promote product launches across our digital channels
- Built partnerships with digital platforms; expanded brand reach.