

# JOSE MICHACA

Digital Marketing & Advertising Specialist

## LANGUAGES

English - Spanish

## CONTACT

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JoseMichaca

Toronto, Canada



A Versatile Professional Ready to Collaborate with you.

Experienced Digital Marketing and Advertising Specialist with a 15-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.

## 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
- Copywriting

## 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

### 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).
- 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.

### 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.

### Director Global & LATAM

Life Journey Canada

Oct 2022 - Present

- B2B and B2C recruitment strategies across multiple regions.
- Partnership development with schools, universities, and education agents.
- Marketing and communications for program promotion in LATAM & Global through different platforms.
- Program design and student experience optimization.
- Team training for sales, outreach, and international admissions.