



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

Accomplished Online Marketing Manager with a proven track record of successfully establishing and expanding social media channels. Implemented graphic design guidelines, crafted compelling content, and devised robust digital marketing strategies for Google Ads and YouTube Ads. Pioneered CRM tool strategies and email marketing campaigns, strategically positioning the brand as a market leader in the accounting industry. Generated substantial leads, resulting in increased consultations for the sales team.

Digital Marketing Manager

Mistertennis Group | Sep 2010 - Dec 2016

Renowned for steering the department of a nationwide sporting goods retailer. Orchestrated impactful content management across social media, web, and video platforms. Proficiently handled ads on various platforms, offering creative direction for diverse campaigns and delivering compelling copywriting. Demonstrated expertise in strategic budget management, community engagement, and cultivating partnerships with digital platforms, contributing significantly to the brand's wide-reaching success.