



Catalina Gutiérrez

Paid Ads Specialist

With a master's degree in marketing and digital advertising from the University of Nebrija (Madrid, Spain), I bring over 5 years of experience in Paid Social and Paid Search campaigns.. Committed to ongoing learning and embracing new challenges.

Contact

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Location

Bogotá, Colombia

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Portfolio: bymarketingstudio.com/

Education

2024. Meta Marketing Analytics Professional

Coursera.

2021. Master's in Marketing & Digital Advertising

University of Nebrija. Madrid, Spain.

2018. Bachelor's in Business Administration

Universidad del Rosario. Bogotá, Colombia.

2016. Bachelor's in Global Sales and Marketing

Upper Austria University of Applied Sciences. Steyr, Austria.

Digital Tools

- Meta Ads, Google Ads
- SE Ranking, Semrush, Google Analytics, Looker Studio
- Sprout Social / Bambu
- Salesforce, Hubspot, Zoho
- Mailchimp, Marketing Cloud
- Adobe (Ai, Ps, Lr, Pr) / Canva
- Wordpress, Elementor, Woocommerce

Professional Experience

2024 - Present

Maritime Security Academy (Bogotá, Colombia)

Digital Marketing Strategist / Paid Search / Paid Social

- Executed Google Ads and Meta Ads campaigns to raise awareness and drive sales in a new market (Mexico). Conducted comprehensive keyword research and analysis to refine targeting and optimize campaign performance. Created and tested different ad copies and visuals to enhance performance.
- Designed and created landing pages for all paid campaigns in WordPress, highlighting the benefits of maritime security courses with advanced trainers.
- Provided SEO consulting to optimize website visibility and enhance organic search performance.
- Created and sent monthly email marketing campaigns to nurture the existing audience.
- Conducted reporting and analysis of campaign performance metrics to optimize strategies and maximize results.

[Portfolio > Maritime Security Academy](#)

2023 - 2024

WOW Remote Teams (Phoenix AZ, United States)

Digital Marketing Specialist / Paid Search / Paid Social

- Strategized, executed, and optimized Search and Performance Max campaigns on Google Ads and conversion campaigns on META Ads.
- Identified, designed, and tested landing page improvements through A/B testing, resulting in a 4% increase in conversion rate for the Google Search Ads campaigns focused on lead generation.
- Designed and created efficient Zoho email workflows from scratch, automating lead follow-up processes.

[Portfolio > WOW Remote Teams](#)

Languages

Spanish - Native Speaker

English - C2 Advanced

German - B2 Intermediate

Professional Experience

2021 - 2023

RATIONAL AG (Bogotá, Colombia)

Digital Marketing Specialist / Paid Social

- Created and executed digital marketing campaigns in META, while managing the annual budget for all Latin America, with a focus on lead generation and brand awareness.
- Reduced the *No Show Rate* for registered members at iCombi Pro demonstrative events through paid social campaigns from 53% to 33% (2021 vs. 2023).
- Executed monthly email marketing campaigns using Marketing Cloud integrated with Salesforce.

[Portfolio > RATIONAL](#)

2019 - 2022

La Chocolatería Santa Ana (Bogotá, Colombia)

Co-Founder - Fine Chocolates eCommerce

- Developed a comprehensive business plan encompassing value proposition, products, costs, and packaging designs.
- Created and optimized a brand-aligned e-commerce platform, utilizing tools like SE Ranking and Semrush for keyword research. The outcome was a remarkable increase in monthly organic traffic.
- Executed Meta ads campaigns to complement SEO efforts. Focused on driving traffic and optimizing for landing page views. Implemented targeted keyword strategies and compelling ad copy to enhance search engine visibility and user engagement.
- Conducted Email Marketing campaigns and efficiently managed databases using MailChimp to nurture existing leads.

[Portfolio > La Chocolatería](#)

References

Anna Westermeier

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Julie Pimentel

Marketing Director - RATIONAL Colombia

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