

DANIEL MARTINEZ

Toronto, ON | (437) 286-2725 | damh15506@gmail.com | [LinkedIn](#)

DIGITAL MARKETING SPECIALIST

Web Design / Conversion Rate Optimization / Marketing Automation

PROFESSIONAL SUMMARY

Digital marketing specialist with 10+ years of global experience across lead gen, eCommerce, CRO, web design, and automation. I build high-converting websites and funnels, improve paid performance, and connect tools end-to-end so businesses turn traffic into revenue.

SKILLS

- Conversion Rate Optimization
 - GA4 & Performance Tracking
 - UX/UI Optimization
 - Google Ads
 - Website & Funnel Strategy
 - Content Strategy
 - Marketing Automation
 - CRM Integration
 - Shopify / WordPress
-

RELEVANT EXPERIENCE

CBON Group, Canada

Beauty/cosmetics and training-focused brands with eCommerce and lead generation needs.

Digital Marketing Consultant (Project-Based) 2024 – 2026

Led end-to-end digital improvements across lead gen and eCommerce builds, focusing on CRO, tracking, and customer journey performance.

- Revamped the Refectocil Academy lead generation site, improving UX, funnel flow, and measurement for better conversion insights.
- Built and launched a Shopify eCommerce site for TWO GO PEN, implementing CRO structure and full tracking setup.
- Advised on Google Ads strategy and landing page improvements to increase lead quality and reduce wasted spend.

SU Consulting, Toronto, ON

Professional services firm focused on client acquisition and automated booking workflows.

Digital Marketing Specialist (Project-Based) 2023 – 2025

Owned website improvements and marketing system automation, connecting tools to streamline lead capture, booking, and follow-up.

- Led a website revamp and implemented automated booking and CRM workflows to speed up lead response times.
- Improved lead generation performance through CRO updates and Google Ads optimization.
- Streamlined marketing operations using Zapier, MailerLite, Calendly, and GA4 to reduce manual work and improve tracking.

Archers Arena, Toronto, ON

Recreation/entertainment venue relying on paid media and landing page performance.

Digital Marketing Contractor 2023

Supported paid acquisition and conversion improvements with ad optimization, tracking, and landing page enhancements.

- Optimized Google Ads and reduced CPC from \$330 to \$60 while tripling conversions.
- Built/updated landing pages and implemented tracking to improve campaign decision-making.
- Refined audience segmentation to improve relevance and reduce wasted impressions.

EARLIER EXPERIENCE

CH Consultores Internacionales | Marketing Manager | Bogotá, Colombia 2014 – 2023

Led B2B marketing, partnerships, websites, campaigns, and events (including large-scale summits with 10+ brand partners).

Pichincha Bank | Marketing Coordinator | Bogotá, Colombia 2017 – 2018

Supported rebranding and channel updates, created launch content, coordinated vendors, and delivered analytics reporting.

EDUCATION

Bachelor of Marketing & Advertisement

Politecnico Grancolombiano, 2018

Specialization in Digital Marketing & E-commerce

Google, 2023

CERTIFICATIONS

Google Ads Search & Measurement Certifications

Google Analytics Certification

HubSpot Inbound Certification

SEMrush Local SEO & YouTube SEO

University of Leeds: Social Media Campaigns & Content Creation

AI-Powered Shopping Ads Certification

TOOLS

Google Ads | GA4 | Microsoft Clarity | HubSpot | Zapier | MailerLite | Calendly

Shopify | WordPress | Wix | Squarespace | SEMrush | Ubersuggest | Trello | ClickUp

Canva | Adobe Suite