

DANIEL MARTINEZ

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DIGITAL MARKETING SPECIALIST

Web & CRO / Marketing Analytics / SEO & Automation

PROFESSIONAL SUMMARY

Digital marketer combining web strategy, CRO, analytics, SEO, and automation to improve how businesses attract, understand, and convert customers. Experience spans enterprise analytics, e-commerce, professional services, and lead generation, with hands-on execution across strategy, websites, campaigns, and measurement.

SKILLS

- Digital Marketing Strategy
 - Web Design & CRO
 - Google Analytics 4 & GTM
 - SEO & Search Strategy
 - Marketing Automation
 - Customer Journey Analysis
 - Lead Generation
 - UX/UI Optimization
 - Campaign & Performance Analytics
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RELEVANT EXPERIENCE

WONGDOODY, Toronto, ON

Global digital experience agency working with enterprise brands across strategy, technology, customer experience, and transformation.

Marketing Data Analyst, Mitsubishi Motors Canada Project | 04/2026 to 07/2026

Supported the discovery and measurement strategy for Mitsubishi Motors Canada's national website redesign. Worked with strategy, UX, technical, and client teams to understand the existing analytics ecosystem and establish stronger customer journey and KPI requirements.

- Audited GA4, GTM, event conventions, subproperties, cross-domain measurement, embedded tools, dealer connections, website performance, and marketing reporting to establish the project's current-state analytics baseline.
- Developed behavioral and conversion signals across vehicle research, Build and Price, financing, inventory, dealer locator, lead actions, and dealer handoff to better represent customer intent.
- Translated analytics findings into recommendations that supported sitemap, search, UX, CMS component, tool, and measurement decisions for the redesigned experience.
- Helped define a future measurement framework connecting digital behavior, lead quality, dealer handoff, and potential CRM outcome feedback.

CBON GROUP, Canada

Professional beauty distributor supporting brands, education programs, and e-commerce experiences across the North American beauty industry.

Digital Marketing Consultant | 2024 to 2026

Led digital projects spanning web strategy, CRO, UX/UI, e-commerce, SEO, analytics, and product launches. A major engagement involved rebuilding the RefectoCil Academy experience to connect product discovery with professional certification.

- Increased RefectoCil Academy organic landing sessions from 255 to 2,611 across matched January to August periods, representing approximately 10.2x growth.
- Generated measurable certification interest, with at least 1,353 of 4,371 unique Academy visitors clicking through to certification-related store pages during January to August 2026.
- Connected product discovery with education, with four leading product journeys generating 1,164 sessions into the Academy between February and August 2026.
- Led strategy, UX/UI, Wix development, SEO, responsive optimization, GA4 and Microsoft Clarity implementation, while migrating 72 legacy URLs and optimizing more than 100 visual assets.
- Developed Shopify e-commerce experiences and conversion-focused product journeys for additional CBON launches, including TWO GO Brow Pen.

SU CONSULTING, Toronto, ON

Canadian accounting and business services company supporting entrepreneurs and small businesses.

Digital Marketing Specialist 11/2023 to Present

Built and continuously developed the company's digital marketing foundation across website strategy, SEO, lead generation, campaigns, events, analytics, and automation.

- Designed and built the WordPress and Elementor website from the ground up, creating service-focused journeys for tax, bookkeeping, payroll, and business registration services.
- Implemented technical and on-page SEO, Search Console analysis, content improvements, campaign landing experiences, analytics, and conversion pathways to strengthen organic and paid acquisition.
- Automated Personal Tax lead follow-up by connecting form submissions, lead records, bilingual booking invitations, calendar checks, reminders, and internal escalation into a structured workflow.
- Supported the 2025 Voices of Power event through its landing page, promotional materials, sponsorship research, email content, and digital promotion, contributing to 90 registrations, 85 attendees, and 15 sponsors.
- Helped evolve the marketing operation from a basic online presence into a connected system supporting acquisition, consultation booking, follow-up, events, and ongoing optimization.

EARLIER EXPERIENCE

JMT BEAUTY | Digital Marketing Consultant | Canada | 2024 to 2025

Revamped the company's Shopify experience with stronger product navigation, UX, CRO, analytics, and marketing automation. Implemented measurement and email marketing systems to support e-commerce growth and ongoing optimization.

ARCHERS ARENA | Digital Marketing Contractor | Toronto, ON | 2023

Managed digital acquisition and landing page optimization for a local entertainment business. Improved Google Ads efficiency, reducing reported cost per conversion from approximately \$330 to \$60 while increasing conversions.

CH CONSULTORES INTERNACIONALES | Sales & Marketing Coordinator | Bogotá, Colombia | 2014 to 2023

Supported B2B marketing, business development, websites, digital campaigns, client communications, marketing materials, partnerships, and events for a consulting firm focused on international business and investment..

BANCO PICHINCHA | Marketing Coordinator | Bogotá, Colombia | 2017 to 2018

Supported marketing channel development, digital content, rebranding initiatives, vendor coordination, reporting, and analysis across digital and physical customer touchpoints.

EDUCATION

Bachelor of Marketing & Advertisement

Politecnico Grancolombiano, 2018

Specialization in Digital Marketing & E-commerce

Google, 2023

CERTIFICATIONS

- Google Analytics Certification
 - Google Ads Search & Measurement Certifications
 - HubSpot Inbound Certification
 - SEMrush Local SEO
 - AI-Powered Shopping Ads Certification
 - University of Leeds, Social Media Campaigns & Content Creation
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TOOLS

GA4 | Google Tag Manager | Google Search Console | Looker Studio | Microsoft Clarity | Google Ads | WordPress | Shopify | Wix | Elementor | HubSpot | Mailchimp | Zapier | Make | SEMrush | Adobe Creative Suite | Power Bi | SQL