

Sergio Duarte

HIGH BUDGET, AI ENABLED FULL STACK MARKETER

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♥ PURPOSE / SUMMARY

My purpose is to facilitate measurable action-items and strategies that make marketing teams think critically, ask questions and formulate winning campaigns and data-driven results.

For over a decade of English-based work experience asking uncomfortable questions, pushing customers and teammates to the edge, I've managed over 650K/mo USD in ad spend profitably.

✓ PROFESSIONAL EXPERIENCE



Marketing Director
TECBU
Dec 2015 - Current

- Design and implementation of SEM and SMM campaigns
- Split testing, Analytics and data driven strategy design
- Over 8X ROI in Media Buying efforts on USD \$685,000.00/mo budget.



Marketing Project Leader
MIT Enterprise Forum México
Feb 2014 - Dec 2015

- Co-organised tech events for over 10k entrepreneurs/innovators
- Successfully founded and led a strategic business unit /Email MKT, SEM, SM
- Conducted CRM Strategy Design and Implementation for business dev.



Digital Marketing Specialist
Innobyte, Tecnología
Feb 2012 - Dec 2014

- Managed all email marketing strategies, as well as CRM strategy.
- Generated lowest media buying CPA in company's history
- Efforts resulted in over 12% more sales compared to previous year.

🕒 EXPERTISE

- Automation
- Email marketing
- Landing page development
- Media buying
- Business development
- Strategic Communication

📖 EDUCATION

Sep '14 -
Nov '15

ITESO, Universidad
Jesuíta de Guadalajara

Bach. of Engineering in Business Dev & Innovation
Inst. Tecnológico y de Estudios Sup. de Occ. (ITESO)
Bachelor of Engineering Degree (Drop out)

Apr '16 -
Dec '19



Certified Copywriter, Media Buying Specialist
Digital Marketer (and others from Google)
Course & Certificate



SKILLS

- Data Optimization/ Reports 
- Chatbot development 
- A/B Testing, CRO 
- Strategy design and exect. 
- PPC & Direct Response 
- Project Management 



AWARDS

- Top 10 Social Innovators**
Socialab, Ministry of Innovation
Nationwide (Mexico)
- Speaker of the Year**
Young Entrepreneurs
Toastmasters International



AFFILIATIONS

- Toastmasters International**
Div Director, Int'l Member
2013 - 2018
- National Speakers Association**
Member
2011 - 2012