

José Arturo Navarro Mayorga

Growth Marketing & Business Intelligence

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Senior marketing analytics and digital measurement leader with 14+ years connecting business strategy, technical implementation, and actionable insight. Founder of Hacks! and experienced leader across agency, enterprise, ecommerce, and fintech environments.

Professional Experience

Terán TBWA — Global Marketing Agency

2022–Present

BI & Social Analytics Lead

Lead data collection, API integration, executive dashboards, and advanced measurement for brands including Bachoco, OfficeMax, and Casa Madero. Define strategies using Adobe Analytics, AEP Tags, GA4, GTM, Firebase, Consent Mode, and server-side tagging.

Hacks! Growth Marketing & Business Intelligence

2019–Present

Founder & Principal Consultant

Advise agencies and direct clients on digital analytics, advanced tracking, SEO, dashboards, ecommerce, and marketing performance. Work includes Auditor de Medios, RIOT, Taktikdata / Grupo Salinas, Super Naturista, Concepto Móvil, and Frida Chilaquiles.

Resuelve — now Bravo

2018–2019

Head of Business Intelligence

Integrated marketing, CRM, service, and finance data; implemented advanced measurement and offline Ads conversions connected to CRM; established a CRO capability focused on CAC improvement.

Relevant Traffic

2017–2018

Operations Director

Directed SEO, CRO, Paid Media, Business Intelligence, and Web Development operations, supporting 360° strategy, new business, and profitability.

IPG

2016–2018

SEO & Web Analytics Lead

Founded the SEO and Web Analytics department from zero, built a five-person team, and owned commercial and operational delivery against an annual MXN 9 million target.

Relevant Traffic

2015–2016

Senior SEO & Web Analytics Specialist

Delivered senior SEO strategy, web analytics implementation, analysis, and client-facing recommendations.

Earlier roles: Prospect Factory — SEO & Social Media Data Specialist; Carvajal Tecnología — Web Analyst; NomiLínea — Content Manager (2012).

Skills & Technology

A web-inspired capability map

Languages & Development

HTML / CSS

JavaScript

Python

SQL / MySQL

PHP

React

REST APIs

WordPress

Shopify

Data Platforms

GA4

Google Tag Manager

Looker Studio

Power BI

Tableau

Adobe Analytics

AEP Tags

Firebase

Semrush

Ahrefs

AI & Automation

AI Agents

n8n

Prompt Engineering

AI Engineering

Gemini Workflows

Cloud Workflows

Education & Teaching

Econometrics

2016 • ESE / Instituto Politécnico Nacional

Time-series analysis and quantitative methods.

Finance

2015 • FCA / Universidad Nacional Autónoma de México

Business, financial analysis, and decision-making.

Communication Sciences

2010 • FCPyS / UNAM

Digital media, information, and statistics.

Instructor & Adjunct Professor

Goobec 2016–Present • CUDIEM 2022–Present

GA4, GTM, SEO, Meta Ads, spreadsheets, and graduate Data Analytics.

Leadership & Business

Team & project leadership

Agency operations

New business

Measurement strategy

Data quality

Attribution

SEO & CRO

Paid media measurement

Executive dashboards

Stakeholder management

Languages Spanish — Native • English — Advanced professional proficiency