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English conversational

Education

- ✓ Econometrics degree at Escuela Superior de Economía / IPN - 2016
- ✓ Finance degree at Facultad de Contaduría y Administración de la UNAM - 2015
- ✓ Bachelor of Communication Sciences at Facultad de Ciencias Políticas y Sociales de la UNAM. - 2010

Experience

- ✓ Team Management
- ✓ Planning / Account Management
- ✓ Project Management
- ✓ Leading tech teams

Skills

SEO/ Web Analytics / Data mining / UX / inbound Marketing/ HTML / SQL / Javascript / Python/ Data Visualization

Platforms

- ✓ GA4
- ✓ Google Tag Manager
- ✓ Google Ads
- ✓ Meta Ads
- ✓ Adobe Analytics
- ✓ Adobe Experience Platform Tags
- ✓ DFP (Double Click for Publishers)
- ✓ Tableau
- ✓ Looker Studio
- ✓ Power BI
- ✓ Excel & Google Sheets
- ✓ SemRush
- ✓ Brandwatch
- ✓ MOZ
- ✓ Ahrefs
- ✓ Screaming Frog

Programming languages & CMSs

- ✓ HTML
- ✓ CSS
- ✓ Javascript
- ✓ PHP
- ✓ SQL
- ✓ MySQL
- ✓ React
- ✓ Shopify
- ✓ Wordpress
- ✓ Python

Knowledge

- ✓ Statics
- ✓ AI Prompts
- ✓ AI Agents (N8N)
- ✓ Web Semantic
- ✓ Shopify
- ✓ New Business

Experience as an educator



Instructor for the following courses:

- ✓ GA4 Certification
- ✓ Google Tag Manager
- ✓ SEO
- ✓ Excel & Google Sheets
- ✓ Meta Ads

Professor of Data Analytics for the Digital Marketing master's program.

Professional experience

Teran TBWA-Global Marketing Agency
Job Title: BI & Social Analytics Lead



- ✓ Leading data collection projects via connections with rest API and integrations with various sources.
- ✓ Creation of dashboards from multiple data sources, even offline on platforms such as Looker Studio, Power BI and Tableau.
- ✓ Creation of measurement strategies for websites and apps with the objectives of increasing results (Adobe & Google Analytics).
- ✓ Advanced tracking for websites and apps using Adobe Experience Platform Tags, GA4, GTM and Firebase.
- ✓ Management of Consent Mode via GTM and implementation of GTM Server Side.

Resuelve - Fintech.
Job Title: Head of Business intelligence



- ✓ Integration and visualization of data for all business areas, generating dashboards that integrate web sources, CRM, customer service, finances, etc.
- ✓ Development of advanced measurement and tracking models. Implemented Google and Facebook Ads Offline conversions connected directly to CRM.
- ✓ Data collection for machine learning models.
- ✓ A CRO department was created to optimize the landing pages daily and continually improve the CAC.

Relevant Traffic - Digital Marketing Agency
Job Title: Operations Director



- ✓ Control and management of operations: SEO, CRO, Paid Media, Business Intelligence, Web Development.
- ✓ 360 strategy proposals.
- ✓ New Business: Profit objectives for the agency

Personal projects



Blog personal.
arturonavarro.com

Consultora de Growth Marketing & Business Intelligence.
hacks.com.mx

