ELI OROZCO | COVER LETTER

In my current role I am responsible for developing and executing annual online strategies for multiple markets across North America, Europe and Latin America. Those strategies have included the complete redesign of Warmup's international websites and the management of the CMS migration process for 27 countries. I am also responsible to execute country-specific strategies that include SEO, SEM, content marketing, social, e-mail, automated marketing, A/B testing, heat mapping, landing pages and branding. These strategies have set the company apart from their nearest competitors and have increased sales leads by 27%, improved the number of qualified marketing to sales leads by 22% for B2B and 17% for B2C, brand engagement by 42% and overall sales attributed to online channels by 18%.

I have hired, trained and developed, an online marketing team of seven people based across four countries; managing them virtually without sacrificing collaboration or sharing of best practices. My ability to lead and grow my team in a digital world where we are not based in the same location is a key differentiator and strength. My previous line manager, Spencer Sheen commented on this in his recommendation:

"Eli's ability to develop his team while personally managing (global) projects was key to his success during his time at Warmup. However, when required, he could also be counted on to roll up his sleeves and work in the trenches, creating great content and tools to make our online offering something special. Eli would be a huge asset to any team looking to take it to the next level."

Spencer Sheen, CEO Smart Devices and Group CTO

I enjoy translating client and stakeholder's goals into actionable plans and strategies. I have a track record of project management, online strategy, problem solving, consulting, leadership, bringing teams together and client relationship management. My diverse background gives me a unique ability to balance strategic thinking with detailed execution. My current manager, Jon Burke, said the following about me:

"…I have had Eli working as part of my team for over a year and he has managed the digital side of marketing exceptionally well, paying close attention to details and following projects through to completion. His interpersonal skills as well as his management of marketing activities through to completion have been invaluable in helping the Marketing team deliver on it's KPI's and directly impacted sales performance online. Eli would be an asset to any team and I highly recommend him as a team leader."

Jon Burke, Group Marketing Director at Warmup Plc

I am looking for a role where I can utilize my diverse background, international work experience and bilingual skills to continue to help brands promote products and services that people love, trust and promote through effective online marketing.

More references available upon request.

ELI OROZCO

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PROFILE SUMMARY: A results focused digital marketing expert that is passionate about building local and global high-return strategies that help brands offer online experiences their customers love, trust and promote. I specialize in helping brands build web authority, generate leads, improve conversions and delight their customers through an integrated multichannel marketing strategy; SEO, Mobile, Social Media, Content, SEM, Display, Retargeting and CRM. A strong business leader with proven track record in strategy, client management, cross-functional team leadership, relationship building, recruiting, coaching & mentoring of teams and developing company wide business solutions.

EXPERIENCE

Online Marketing Director – Warmup. Plc - International / Chicago (Dec 2012 - present)
Best-selling floor heating solutions company in the world, providing indoor/outdoor heating solutions and smart home devices in over 52 countries backed by market leading services and warranties to B2C and B2B.

In this role, my team operates as a digital agency within the organization where I get the opportunity to lead the development, implementation, management and reporting of international multi-channel online strategies to improve lead generation and nurturing, online conversions, branding, website authority and overall online user experience across 24 countries throughout Europe, EMEA, US and Latin America.

My role focuses primarily in translating business goals from internal and external clients into actionable plans and strategies. I work together with Marketing, Accounts and Sales to define revenue goals and shared responsibilities.

Key projects and tasks led, executed and managed:

- Development of comprehensive online strategies that include SEO, SEM, Display and Retargeting
- Development of inbound marketing strategies to improve lead generation for B2C and B2B through different channels including: website, mobile, landing pages, eMail, Social, Content / Blog and Email
- Development of a closed-loop marketing plan to improve lead nurturing, retention and reactivation through a CRM and Email workflows(HubSpot Methodology) program
- Website redesign, development and international roll out to improve mobile and overall UX/UI
- Annual budget planning and management of online spend based on country-specific goals
- Monthly reports on analytics and insights to country managers and stakeholders
- Recruitment, management and mentoring of a multicultural team spread across four different countries
- Agency management (local and international) – Brief writing, contract negotiation and relationship management

Key achievements:

- Successfully increased sales leads by 27%, improved the number of qualified marketing to sales leads by 22% for B2B and 17% for B2C in less than a year. Improved our brand engagement by 42% and increased the overall sales attributed to online channels by 18% while securing our ranking for main keywords in the first 3 positions
- Developed the business plan for Warmup's first ever e-commerce site

Manager, Digital Strategy & CRM – Promexico - London, UK | Oct 2011 - Nov 2012
Government agency focused in promoting new business opportunities between the UK & Mexico across different sectors: Telecom, Aerospace, CPG, Education, Energy, Food and Beverages, Technology, Travel and Transportation.

Key responsibilities:

- Act as the in-house digital expert for strategy and as a consultant for all technical / platform solutions
- Lead client facing meetings, briefings, presentations
- Business development and relationship management with internal / external clients and stakeholders
- Development and management of digital strategies focused on lead generation, lead nurturing (local & international) and branding through a comprehensive multi-channel online strategy including:
  - Landing page strategy for lead generation and promotion of key events and business opportunities
  - CRM segmentation targeting B2Cs & B2Bs decision makers, influencers
  - Content marketing strategy and editorial calendar development
  - Email marketing program and automated workflows
  - Blog and Social media
- Tracking and reporting on project KPIs to senior leadership

Digital Marketing Consultant – EO Consulting - International | Oct 2009 - Oct 2011
Snapshot of organizations and businesses consulted for. References, case studies and testimonials upon request:

- Central States SER – Non-profit, Chicago, IL | Web development /Inbound marketing training
- SER Metro – Non-profit, Detroit, MI - Web development / SEO Strategy / Inbound marketing training
- Chef, Angeles Ayala – Food & Drinks, London, UK - Branding / Web dev. / SEO & Email strategy / SEM strategy
- Decopot – SMB, Auckland, NZ | E-Commerce
- III Gentlemen – Non-profit, Chicago, IL | UI/UX / Conversion optimization / Branding / Social media
- SERCO – Non-profit, Detroit, MI | Web development / Conversion optimization / CMS training

Business Manager - CCC – Chicago, IL | Jan 2003 – Sep 2009
Non-profit organization focused on community development, operating in 11 sites in the Chicagoland area and over seventy-five sites throughout the U.S..

Key Responsibilities:

- Led the development of a robust business plan for the launch of a new franchise including: market research, focus groups, competitor analysis, persona development, customer segmentation, tone of voice and branding strategy
- Planned, implemented and managed a comprehensive marketing strategy including: PR, direct mail, adverts, events, web, social media, SEM, and email marketing
- Responsible for hiring, training and developing a team
- Budget planning and management, goal and KPI setting, reporting on business and marketing KPIs and P&L
- Relationship management with stakeholders, city officials, media, influencers and business partners

Convergence Communications, Inc. – Mexico City, Mexico | 1999 - 2003
Information technology company specialized on providing network solutions to large enterprises in the U.S., Canada, Mexico, South and Central America.

Senior IT Consultant, Mexico City | 2000 – 2003

- Evaluate client systems and consult on system scalability and infrastructure improvements
- Work with vendors, clients, carriers, and technical staff on project implementations, optimizations and management
- Manage two international projects between the U.S. and Mexico
- Train junior IT staff on networking technologies, intranet, analytics and database management
- Manage and optimize 5 international sites in 2 languages to increase lead generation

Junior IT Consultant, Mexico City | 1999 – 2000

- Provide high-level support and technical expertise in networking technology, including LAN/WAN hardware
- Corporate support and training on internal software and applications
- Server and network administration; performance, security, back ups and maintenance

EDUCATION

Master of Digital Marketing (MDM), August 2012 – Hult International Business School, London, UK
Acknowledgements & Awards "*Future Leadership Scholarship*", HULT International Business School, Sep. 2011
Bachelor of Systems Engineering (ISC), Sep 1997 - May 2001 - Universidad del Valle de México –, México D.F.

CERTIFICATIONS

Inbound Marketing Certification, December 2016 – Hubspot

OTHER INFORMATION

Languages – English (Fluent), Spanish (Native), Italian (Conversational)

Technologies & Online Applications:

SEO Keyword Analysis: Google AdWords, Google Trends, SEMRush, Bing Ads
SEO Rank Checking: Google Console, Moz, Searchmetrics, SEMRush
Site Crawling: ScreamingFrog, Google Console
Backlink Analysis: Majestic SEO, Open Site Explorer, Link Research Tools
Paid Search Analysis: SEMRush, SpyFu
Influencer Outreach & Management: BuzzStream, Followerwonk
Landing Page & Testing Tools: Optimizely, InstaPage, LeadPages, Unbounce
A/B & Multivariate: Optimizely
Online project / team management: Basecamp, Asana, Trello, Jaira, Bitbucket

UX Prototyping: JustInMind, Moqups, InVision, Adobe XD
eCommerce Management: Magento, WooCommerce
Social Media Publishing: Hootsuite, FalconSocial
Social Media Listening: SocialMention, Buzzsumo
CRM & Campaign Management: Oracle, LeadFormix, Netsuite
Page Engagement: HotJar, CrazyEgg
CMS: Wordpress, Drupal, Joomla, SilverStripe
Web Design & Development: Photoshop, Fireworks, Dreamweaver, Adobe Muse
Graphic Design: Photoshop, Illustrator, InDesign