

Robert Riera

Digital Marketer

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— PROFESSIONAL SUMMARY

Digital Marketer with 6+ years of experience helping businesses in the U.S. and Latin America grow through paid media, SEO, web development and brand strategy. Founder & CEO of ScaleUp Agency and LATAM marketing lead at IP ArchiTechs. Hands-on across the full funnel, from Meta and Google Ads campaigns to WordPress, WooCommerce and Shopify sites, content and branding. Bilingual (Spanish and English), remote-first and focused on results that can be measured.

— CORE COMPETENCIES

Meta Ads · Google Ads · Performance Marketing · Lead Generation · SEO · Google Analytics 4 · Google Search Console · WordPress · WooCommerce · Shopify · Wix · Social Media Management · Content Strategy · Email Marketing · Branding · Copywriting · AI-Assisted Marketing

— PROFESSIONAL EXPERIENCE

Founder & CEO · ScaleUp Agency

2023 - Present

Barranquilla, Colombia

- Founded and lead a digital marketing agency that plans and executes paid media, web development, social media and branding for small and mid-sized businesses.
- Run the agency's own Meta Ads acquisition campaigns, generating inbound leads directly to its WhatsApp Business line.
- GM Nexus Group (2026): designed and developed the corporate website of an industrial services and international trading group, in Spanish, English and Portuguese.

LATAM Marketing · IP ArchiTechs LATAM

2023 - Present

United States (Remote)

- Lead marketing for the Latin American market of a U.S.-based network engineering consultancy, strengthening its presence and positioning in the region.
- Plan and execute campaigns, content and web initiatives aligned with the company's regional growth goals.

Digital Strategist · GoAirheads

2023 - Present

Colorado, United States (Remote)

- Lead end-to-end digital marketing for an airsoft field, pro shop and event venue near Denver: social media management, Meta and TikTok Ads, content and video editing, flyers, social media chatbots and website optimization.

Digital Strategist · ConstruSoluciones

2026 - Present

San Andrés, Colombia (Remote)

- Lead the full digital strategy of a construction and remodeling company, covering social media, paid campaigns and website, as a ScaleUp Agency engagement.

Digital Strategist · Vida Natural Plus

2025

Colombia

- Managed Google Ads campaigns for a natural supplements e-commerce brand.
- Built the brand's online store on WordPress and WooCommerce.
- Created the brand identity (logo and brand guidelines), launched its social media channels and produced their content.

Digital Strategist · DrEnvío

2022 - 2023

Mexico (Remote)

- Developed and executed digital marketing strategies, running campaigns across social media, email marketing and online advertising.

Digital Strategist · Movii Agencia

2022 - 2023

Santa Marta, Colombia

- Delivered digital marketing strategy and execution for the agency's clients, meeting goals and deadlines.

Digital Strategist · Web360 Agencia Digital

2021 - 2022

Mexico (Remote)

- Managed the digital marketing of four agency client accounts at the same time, covering strategy, social media and paid campaigns.
- Coordinated and guided the marketing team toward its objectives.

— SELECTED FREELANCE PROJECTS

- **Isanavamua (2025 - Present):** ongoing support for a professional makeup artist in Bogotá, including an ad campaign and a services brochure.
- **Ivetticas Accesorios (2026):** paid ads and marketing strategy to grow reach and sales, plus responsive optimization of the Wix store, for a U.S.-based jewelry brand.
- **Academia Bitter (2026):** website for an online English teacher, built on WordPress.
- **MyBShop (2026):** e-commerce website built on WordPress and WooCommerce.
- **Zanar Artesanal (2026):** brand identity and logo for a natural products distributor in Barranquilla.
- **Inconexo Shop (2022 - 2023):** online sales and marketing for an e-commerce retail store.
- **All-In Chess (2022):** website for an online chess academy.

— TECHNICAL SKILLS

Paid Media: Meta Ads, Google Ads, TikTok Ads, LinkedIn Ads, Meta Business Suite

SEO and Analytics: On-page and off-page SEO, Google Analytics 4, Google Search Console, Google Trends

Web: WordPress (Kadence, Elementor), WooCommerce, Shopify, Wix, HTML and CSS

Content and Brand: Canva, CapCut, copywriting, brand identity

Email Marketing: Mailchimp, ActiveCampaign

Productivity and AI: ChatGPT, Claude, Metricool, Google Sheets, TickTick, Clockify

— CERTIFICATIONS

- Facebook Ads™: Domina el Marketing en Facebook · Udemy (2023)
- Curso en línea de Google Ads Avanzado (Búsqueda) · Mercatitlán (2023)
- Curso en línea de Google Ads · Mercatitlán (2023)
- Digital Marketing: From Beginner to Pro with Real-Life Demos · Udemy (2025)
- Curso Marketing y Ventas por WhatsApp · RD Station (2023)
- Marketing de Contenidos en TikTok & Instagram Reels en 2023 · Udemy (2023)
- Aprende diseño web desde CERO con WordPress y Elementor 2023 · Udemy (2023)
- Aprende HTML5 y CSS3 desde cero · Udemy (2023)
- UX Research y Journey Map · Udemy (2023)
- Project Management en Español - Gestion de Proyectos -35 hrs · Udemy (2023)
- ChatGPT Guía Completa: Domina Chat GPT + Ebook: 750 Prompts · Udemy (2023)

— LANGUAGES

Spanish: Native | English: Professional working proficiency (B2)