

ROBERT RIERA

Digital Marketing Manager

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PROFESSIONAL EXPERIENCE

Chief Marketing Officer (CMO)

IP ArchiTechs

United States (Remote) · Aug 2023 – Present

- Lead the company's end-to-end digital marketing strategy, managing multichannel campaigns across Google Ads, Meta Ads, and TikTok Ads focused on demand generation in the U.S. market.
- Build conversion funnels, lead generation systems, and organic positioning (SEO), aligning creative and content direction with business and revenue goals.

Founder & Digital Marketing Consultant

ScaleUp Marketing Agency

Remote (LATAM & U.S.) · Jan 2023 – Present

- Lead digital marketing projects for clients across e-commerce, health & wellness, real estate, retail, and SaaS, combining strategy, paid media, and content that converts.
- Develop WordPress websites optimized for SEO and conversion, and implement data-driven reporting that turns campaign metrics into actionable decisions and measurable ROI.

Digital Marketing Manager

Dr Envío

Mexico (Remote) · Mar 2022 – Mar 2024

- Increased platform traffic by 40% through digital marketing strategies, driving Dr Envío's growth in the Mexican shipping market.
- Boosted advertising ROI, generating a 30% increase in company revenue during the first year.
- Optimized user experience and conversion funnels, improving customer retention through personalized shipping-label generation.

CERTIFICATIONS

- **Udemy:** Digital Marketing — From Beginner to Pro (2025) · Facebook Ads · Web Design with WordPress & Elementor (2023) · ChatGPT for Marketing
- **Mercatitlán:** Advanced Google Ads, Search (2023)
- **HubSpot Academy:** Inbound Marketing (2023)
- **LinkedIn Skill Assessments:** Google Ads & SEO (passed)

PROFESSIONAL SUMMARY

Digital Marketing Manager with 6+ years of experience helping brands across LATAM and the United States grow through Performance Marketing, SEO, and automation. A hybrid strategy-and-execution profile, focused on scaling businesses through data-driven decisions and measurable results.

KEY ACHIEVEMENTS

+40% Website Traffic

Digital marketing strategies that drove Dr Envío's growth in the Mexican market.

+30% Revenue Growth

Increased advertising ROI during the first year of campaign management.

Higher Customer Retention

Optimized user experience and conversion funnels.

SKILLS

[Meta Ads](#) [Google Ads](#) [TikTok Ads](#) [SEO](#)

[Performance Marketing](#) [Growth Marketing](#)

[WordPress](#) [Email Marketing](#)

[Marketing Automation](#) [Content Marketing](#)

[Branding](#) [Media Buying](#) [CRO](#)

[Google Analytics](#)

LANGUAGES

Spanish Native

English B2 (Upper-Intermediate)