

LUIS ACEROS

Digital Media Marketing

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ABOUT

Creative and data-driven Digital Marketing Specialist with 4+ years of experience in social media strategy, content creation, SEO, paid campaigns, and brand storytelling. Skilled in producing high-impact content across video, digital, and social channels, driving growth, engagement, and brand visibility. Experienced working with multicultural audiences and delivering marketing solutions aligned with business goals. Passionate about social impact, sustainability, and AI-driven marketing.

SKILLS

- Email Marketing & Automation (Mailchimp, HubSpot)
- Social Media Management & Community Engagement
- Content Creation & Copywriting
- SEO & Google Ads Optimization
- WordPress & Website Management
- Graphic Design (Canva, Adobe Suite)
- Marketing Analytics & Reporting (Google Analytics)
- Project Management & Team Collaboration

WORK EXPERIENCE

Aussie Route Content Creator

Australia | January 2020 - Currently

In my role as a Content Creator, I have developed and executed content strategies that have led to measurable audience growth and engagement across multiple platforms.

- Increased TikTok followers to 1,500 and Instagram followers to 1,051 in just six months through engaging, high-value content.
- Scripted, produced, and edited over X videos using Adobe Premiere Pro and CapCut, ensuring high-quality storytelling and audience retention.
- Managed a content calendar to maintain consistency and optimize posting schedules, improving reach and engagement rates.
- Utilized the Adobe Creative Suite (Photoshop, Illustrator, After Effects, Premiere Pro) for branding, content design, and video editing.
- Created strategic, data-driven content, increasing audience interaction and platform visibility.
- Developed compelling scripts and structured video production to maintain an authentic and professional brand identity.

ZERACHEM Digital marketing

Colombia | February 2021 - November 2025

During my tenure at Zerachem, I successfully increased LinkedIn followers by 700% within three months, significantly boosting brand engagement and reach. My comprehensive approach to marketing has been marked by strategic campaign management and a commitment to driving measurable results.

- Implemented email marketing strategies using Mailchimp, resulting in a 25% open rate and a 10% click-through rate.
- Developed and executed content marketing strategies that increased website traffic by 50%.
- Produced audiovisual materials, enhancing brand storytelling and engagement.

- Analysed data and tracked performance using Google Analytics, leading to strategic adjustments that improved user retention by 30%.
- Enhanced SEO and SEM strategies, resulting in a 40% increase in organic search traffic.
- Crafted and optimised landing pages, boosting conversion rates by 25%.
- Formulated brand identity and executed B2B marketing strategies, increasing client acquisition by 20%.
- Collaborated with the Marketing Manager to ensure brand consistency, contributing to a unified marketing strategy.
- Coordinated and participated in events, enhancing community building and brand awareness.
- Orchestrated social media and EDM content calendars, ensuring consistent and engaging content.

AULAIN Digital marketing

Colombia | November 2019 - February 2021

At Aulain, I spearheaded marketing campaigns that led to a 30% increase in lead generation and a 20% rise in subscriber engagement through email marketing. My role involved leveraging data analytics to optimise marketing strategies for better ROI.

- Directed Google Ads and Facebook Ads campaigns, leading to a 30% increase in lead generation.
- Assessed performance and analysed data using Google Analytics, optimising campaigns for better ROI.
- Devised email marketing strategies through Mailchimp.
- Redesigned, developed, and maintained the company website, improving user experience and functionality.
- Generated and optimised website content, enhancing user engagement and reducing bounce rates by 15%.
- Identified and cultivated new business opportunities, contributing to a 10% revenue growth.
- Executed targeted marketing strategies using CRM tools, increasing lead nurturing effectiveness and conversion rates.

SOFT SKILLS

- **Strategic Planning:** Designs and executes tailored marketing strategies that align with business goals, optimizing results.
- **Data-Driven Decision Making:** Leverages analytics to inform campaign adjustments, improving performance metrics.
- **Conflict Resolution:** Resolves issues effectively to maintain a positive work environment.
- **Creativity:** Develops compelling content and innovative campaigns to boost engagement and audience growth.
- **Time Management:** Coordinates multiple projects simultaneously, meeting deadlines without compromising quality.
- **Critical Thinking:** Analyzes complex problems to find effective solutions.
- **Leadership:** Guides and motivates teams to achieve shared goals.

EDUCATION

MARKETING ADVERTISING | Fundación Universitaria Los Libertadores Colombia | June 2010 - November 2016

ENGLISH ACADEMIC PURPOSE | Lonsdale Institute Australia | September 2022 - November 2024

VOLUNTEER WORK OR AWARDS

VOLUNTEER | Más patitos felices, Colombia | January 2017 - Currently
 "Más patitos felices" is a non-profit organization that seeks to transform the lives of street animals (dogs and cats) in Colombia. During my time in Colombia, I was actively involved in providing food for these animals on feeding days and accompanied the team during sterilization campaigns to help control the stray population.

Now that I am in Australia, I continue to support the organization by creating advertising materials to raise awareness and drive engagement for their cause.