



Osiris Lopez

Profile

Innovative digital marketing specialist with experience in developing and executing campaigns across multiple channels, including social media, email marketing, and PPC. Proficient in marketing automation tools such as HubSpot.

Experience

Ecommerce Sales Manager, ABBYSON LIVING, Woodland Hills, Los Angeles

June 2023 - Aug 2023

- Working for a furniture E-commerce in charge of four accounts, Hayneedle, Houzz, QVC, Pottery Barn.
- Effectively overseeing a monthly budget of \$3.000 for the Houzz marketplace, with the primary goal of achieving sales, 257% grow YoY.
- Build strong and sustainable relationship with the partners. Find creatives solutions in negotiations and facilitate discussions to drive profitable grown.
- Improve the partner experience, optimize our offering, and getting the basics right (price, selection, convenience).
- Turn in-depth analysis into strategic insight, present these in convincing data turn them into action.
- Work closely with stakeholder teams (e.g., supply chain, product, marketing) to align all efforts and deliver results.
- Stayed up to date with the latest trends and best practices in Digital marketing and specific in PPC.

SEO Account Manager, WEBSITE DEPOT INC, Silverlake, Los Angeles

April 2021 - March 2023

- Worked closely with cross-functional teams to ensure that all aspects of digital marketing were aligned and integrated, including social media, email marketing, and paid search.
- Developed and executed comprehensive SEO strategies for a variety of clients, resulting in increased organic traffic and improved search engine rankings.
- Conducted detailed keyword research and analysis to identify opportunities for optimizing website content and improving overall search performance.
- Collaborated with content creators and web developers to ensure that website content was optimized for search engines and aligned with client goals.
- Monitored website analytics and performance metrics to track progress and adjust strategies as needed, ensuring that clients achieved their desired outcomes.
- Stayed up-to-date with the latest trends and best practices in SEO and digital marketing, and shared this knowledge with clients and team members to improve overall performance.

Marketing Intern, ENGEL & VÖLKERS, South Bay, Los Angeles

Sept 2017- March 2018

- Assisted in the creation and distribution of marketing materials such as brochures, flyers, and email newsletters to promote properties.
- Worked closely with the sales team to develop sales collateral and support sales efforts.
- Developed and executed social media campaigns that resulted in a 25% increase in website traffic and a 20% increase in leads.
- Managed the company's online presence by updating property listings on the website and online directories.

Details

Osiris.lopezpat@gmail.com
(424) 392-9277
www.linkedin.com/osiris-lopez

Skills

Search Engine Optimization (SEO), Pay-per-click (PPC) advertising, Content marketing, Email marketing, Social Media marketing, Google Analytics, A/B testing and experimentation, Conversion rate optimization (CRO), Marketing automation, Brand management, E-commerce marketing, Data analysis and reporting, Graphic design, Video Marketing

Languages

Bilingual in Spanish, and English

References

Available upon request

- Provided administrative support to the marketing team as needed, including data entry, filing, and scheduling meetings.

Director of Marketing, DKIMY BOUTIQUE, Sabanalarga, Colombia

May 2010 - March 2016

- Successfully digitized the store's advertising by implementing online marketing channels, resulting in a significant increase in online traffic and sales.
- Analyzed sales data and marketing metrics to continually refine and optimize marketing strategies.
- Coordinated and executed all store events, including fashion shows and product launches.
- Successfully managed B2B meetings with suppliers, negotiating favorable terms and conditions, resulting in improved profitability for the store.
- Coordinated and executed the store's participation in trade shows, including organizing logistics, developing marketing materials, and networking with potential clients.
- Worked closely with the sales team to provide marketing training and support, resulting in increased sales and improved understanding of marketing principles.

Education

Google Career Certificates

Google ads search professional certification, August 2023

HubSpot Academy

Email Marketing Certification, March 2023

HubSpot Academy

SEO Certified, March 2023

California State University, Long Beach / HackerU

Digital Marketing Bootcamp Certificate Program, December 2022

University of California Berkeley Extensions

Digital Marketing Certification, May 2021

Universidad del Norte - Barranquilla, Colombia

Bachelor of Science in International Business, March 2018