

# FACUNDO ORELLANA

Digital Marketing Specialist IT | Analytics | SEO | CRM | ADS | PM | IT  
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<https://facundoorellana.vercel.app/> | Argentina, Buenos Aires, CABA, Caballito.

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## Digital marketing specialist with 2+ years of experience in the field and more than 10 digital projects.

I participate in all stages: business strategy, content architecture, technical implementation, result analysis, and support. I work with a focus on business goals: measurement, acquisition, conversion, and loyalty. I'm a problem-solving, adaptable, and committed professional. Visit my [web portfolio](#).

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## PROFESSIONAL EXPERIENCE

### Marketing Specialist | Blackout Colors

2024 – Present

- I implement advanced measurement setups (GA4 + GTM + Data Layer + Looker Studio) and create strategic reports for data-driven decision making.
- I write copywriting pieces, select and optimize assets, and edit projects in VS Code on JSON files and JS components, working with frameworks like React and Next.js.
- I work with the team to ensure fully optimized websites, achieving 100% Web Core Vitals in SEO for every project. I configure structured data SEO using Google Search Console and Schema.org.
- I plan and execute SEM campaigns in LinkedIn Ads and Google Ads focused on lead generation for the B2B market in the agricultural export industry.
- I designed UX/UI navigation structures for e-commerce platforms, integrating CRM and commercial automation via Email & WhatsApp Marketing with Brevo for clients in the gastronomy sector.
- I provide support in project management using Asana and GitHub. I track hours, manage WBS budgets, and coordinate team tasks.

### Marketing Freelancer | Facundo Orellana Web

2023 – 2024

- I developed and maintained websites with WordPress (CMS), improving performance, SEO, and connecting GA4 tracking tools.
  - I planned and executed lead generation campaigns with Meta Business Manager for the real estate sector.
  - I organized WhatsApp Marketing campaigns for clients in the gastronomic sector, achieving more than 150 monthly orders, a 10% increase in sales, and 8% in average ticket value.
  - I designed webs with Adobe XD, developed them using BS Studio, and deployed via Cloudflare and Vercel.
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## EDUCATION

- Power BI - IT Master Academy (2025, Ongoing)
  - GTM and Data Layer - Udemy (2024)
  - Google Analytics 4 - Google (2024)
  - E-commerce - Google (2024)
  - Project Management Ready - Project Management Institute (2023)
  - Yo Programo - INTI (2023)
  - Diploma in Business Administration - UTN (2023)
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## SKILLS

- Analytics: GA4 | GTM | Data Layer | Looker Studio
- Web Development: VS Code | HTML | JSON | React | Next.js | WordPress | Adobe XD
- Technical SEO: Google Search Console | Schema.org | SEO on/off-page | WCV
- Automation & CRM: Brevo | Email Marketing | WhatsApp Workflows
- Digital Advertising: Google Ads | Meta Ads | LinkedIn Ads
- Project Management: GitHub | Asana | PM | WBS Budgets
- Languages: Intermediate English (B2) and native Spanish