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MARKETING TECHNOLOGY
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PROFESSIONAL SUMMARY

Digital Marketer and Software Engineer who has focused his career on digital optimization and growth. I have more than 10 years of experience in digital teams, where I developed my knowledge in digital strategy, analytics, SEO, advertising, UX/UI, content, social media; and of course, software development due to my engineering career. I had the opportunity to work in various transnational companies in industries such as mass consumption, retail, education, construction and currently banking.

EXPERIENCE

Yape

Marketing Technology Product Owner, 09/2022 - Present

- Product Owner MarTech & AdTech in Marketing & Growth team.

Escuela de Posgrado de la Universidad San Ignacio de Loyola

Digital Marketing Professor, 11/2024 – Present

- Dictate the Analytics and Decision-Making Module.
- Dictate the E-commerce Strategy and UX Module.
- Dictate the Conversion Rate Optimization Module.

Colectivo23

Practitioner & Copilot Growth Marketing, 05/2022 - Present

- Dictate the Artificial Intelligence applied to Growth Workshop.
- Dictate the Google Analytics 4 Workshop.
- Dictate the Experimentation Module.
- Dictate the Analysis and Optimization Module.

Scotiabank Perú

Digital Marketing Analytics & Content Manager, 12/2020 – 09/2022

- Lead local Digital Analytics team and Digital Analytics Agency.
- Definition of Digital Analytics strategy and coordinate budget investment.
- Product Owner for releasing new Marketing Technology Platforms (MarTech) with local and foreign multidisciplinary teams.
- Lead implementation of attribution models in web and mobile environments to optimize advertisement investment and to improve customer journey.
- Definition of Digital Analytics strategy and design measurement models to define conversions that occur in the digital channels for strategic campaigns, tactical campaigns, and always ON.
- Presentation of business results, key findings and optimization proposals in the customer journey for digital sales growth and experiences (Adobe Analytics, Google Analytics, Firebase Analytics).
- Lead local Digital Content team, and Digital Content and SEO Agency.
- Define content and SEO strategy in Institutional Site.
- Coordinate institutional site optimizations and ensure site stability.

Digital Analytics Specialist, 11/2017 - 12/2020

- Coordination of analytics requirements for digital projects with Product Owners, Scrum Masters, Developers and Digital Analytics Agency.
- Definition of Digital Analytics strategy and design measurement models to define conversions that occur in the digital channels for strategic campaigns, tactical campaigns, and always ON.
- Presentation of business results, key findings and optimization proposals in the customer journey for digital sales growth and experiences (Adobe Analytics, Google Analytics, Firebase Analytics).

- Metrics and KPI visualization in Data Studio dashboards.
- Analysis of digital advertisement performance with the internal team and media agency for campaigns optimization (Google Ads, Facebook Ads, DSP, others).
- Exploitation, integration and analysis of bank information (database, clickstream, digital advertisement) through R language for data-driven decisions.
- Configuration and implementation of Google Analytics with Google Tag Manager, Firebase Analytics with Google Tag Manager and Adobe Analytics with Adobe Launch.
- Customer experience optimization through A/B and Multivariate Testing with Adobe Target, and Heat Maps with Clicktale and ContentSquare.

Sodimac Perú

Web Analytics Lead, 02/2017 - 11/2017

- Lead Digital Analytics Agency.
- Definition of Digital Analytics strategy and coordinate budget investment.
- Definition, monitoring, and optimization of KPIs for digital channels.
- Coordination and definition of requirements for digital analytics projects with IT Team.
- Diagnosis and optimization of E-Commerce through data integration from different sources (Adobe Analytics, Google Analytics, Google Search Console, Hotjar, retail database, Mailing, others).
- Presentation of E-Commerce results, key findings, and optimization proposals for sales growth.
- Optimization and coordination of digital ads with media agencies (Google Ads, Facebook Ads, others).
- Customer experience optimization through heatmaps with Hotjar.
- Email Marketing results with Exact Target.

Universidad de Ingeniería y Tecnología - UTEC

Digital Analyst, 11/2014 - 02/2017

- Definition, monitoring, and growth of KPIs for institutional site, social networks, and digital campaigns.
- Coordination of digital strategy with digital marketing team.
- Presentation of results for digital campaigns in coordination with Business Intelligence area.
- Coordination and management of new digital projects with agencies and IT area.
- Optimization and coordination of digital ads with media agencies (Google Ads, Facebook Ads, others).
- Coordination and development of visuals for digital ads and institutional site with design area.
- Configuration, implementation, and validation of Google Analytics with Google Tag Manager.
- Search Engine Optimization (SEO).
- A/B and Multivariate Testing with Optimizely, and heatmaps with Crazy Egg.
- Email Marketing with Masterbase and Mailchimp.

Belcorp Internacional S.A.

Digital Analytics Associate, 08/2013 - 11/2014

- Definition, monitoring, and optimization of KPIs and targets for E-Commerce platforms.
- Diagnosis and optimization of brand sites for business goals through data of digital tools (Google Analytics, Google Web Master Tools, Crazy Egg, Qualaroo, database, Mailing, others).
- Diagnosis and optimization of brand social networks through data of social tools (Social Bakers, Facebook Insights, Youtube Insights, Twitter Analytics, others).
- Optimization and coordination of digital ads with media agencies (Google Ads, Facebook Ads, others).
- Definition and documentation of requirements for tracking new applications with Google Analytics, and coordination with agencies for correct implementation.
- Configuration, implementation and validation of Google Analytics with Google Tag Manager, Enhanced E-Commerce.
- Research and analysis of competitors (Similar Web), competitive intelligence.
- Search Engine Optimization (SEO).
- A/B and Multivariate Testing with Optimizely, and heatmaps with Crazy Egg.
- Email Marketing with MailTrack Pro and Mailchimp.

Graña y Montero Ingenieros Consultores S.A. (GMISA) Software

Development Intern, 02/2013 - 08/2013

- Collection of requirements and coordination with internal stakeholders.

- Implementation, maintenance, and improvement of internal web systems using C # and Visual Basic. Net, JavaScript, JQuery, Ajax, Telerik, others.
- Creation of functions, stored procedures, tables, jobs in Microsoft SQL Server and MySQL.
- Execution of functional tests of the improvements made in the systems.
- Creation of reports with Crystal Reports.
- Implementation of Google Analytics in web developments.

Belcorp Internacional S.A.

Digital Analytics Intern, 02/2012 - 02/2013

- Definition of KPIs and objectives for new and existing digital channels.
- Diagnosis and optimization of brand sites through data of digital tools (Google Analytics, Google Web Master Tools, Crazy Egg, Qualaroo, database, Mailing, others).
- Diagnosis and optimization of brand social networks through data of social tools (Social Bakers, Facebook Insights, Youtube Insights, Twitter Counter, others).
- Definition and documentation of requirements for tracking new applications with Google Analytics, and coordination with agencies for correct implementation.
- Configuration, implementation, and validation of Google Analytics with JavaScript.

EDUCATION

HIGHER EDUCATION

- **ESIC Business & Marketing School**
Master's degree, Marketing Science, 05/2018 - 05/2020
- **Universidad ESAN**
Master's degree, Marketing, 05/2018 - 05/2020
- **Universidad del Pacífico (UP)**
Specialization in Strategic Marketing Management, 02/2015 - 08/2015
- **Universidad Peruana de Ciencias Aplicadas (UPC)**
Engineer's degree, Software Engineering, Top Third, 03/2008 -12/2013

CERTIFICATIONS

- *Artificial Intelligence (AI) for Product Management*, Pendo, 01/2025
- *Query Google Analytics 4 Data In Google BigQuery*, Simmer, 05/2024
- *AppsFlyer Essentials Certification*, AppsFlyer, 03/2024
- *Google Analytics Certification*, Google, 02/2024
- *Technical Marketing Handbook*, Simmer, 02/2024
- *Artificial Intelligence (AI) Tools & Tech Mindset*, Colectivo23, 01/2024
- *Stakeholder Management*, Kurios, 11/2022
- *Experiment Design*, Kurios, 06/2022
- *Growth Strategy*, Kurios, 05/2022
- *Growth Marketing*, Coderhouse, 06/2022
- *SEO Fundamentals*, SEMrush, 11/2020
- *Advanced Mobile Marketing*, Simplilearn, 05/2020
- *Advanced Website Conversion Rate Optimization*, Simplilearn, 05/2020
- *Professional Scrum Product Owner*, Scrum.Org, 01/2020
- *Analytical Storytelling*, Dale Carnegie Training, 06/2019
- *Professional Scrum Master*, Scrum.Org, 10/2018
- *Advanced Web Analytics Certification*, Market Motive, 07/2018
- *Advanced English Certified*, Instituto Cultural Peruano Norteamericano (ICPNA), 03/2008