

Jorge Israel Berzunza Goyri

Age: 38

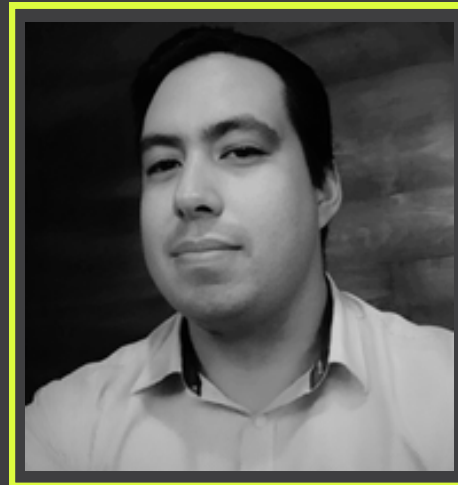
Digital Strategist & Meta Ads Specialist

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Professional Profile

Digital Strategist & Meta Ads Specialist with strong analytical skills and a problem-solving mindset. Experienced in social media marketing, content creation, and media buying for small to medium-sized businesses. Proficient in Facebook Ads, with working knowledge of Google Ads, SEO, and email marketing. Known for helping clients grow their digital presence and generate leads through targeted campaigns. I'm detail-oriented and focused on driving measurable results, with a strong foundation in customer engagement.

Relevant Experience

- **Freelance Digital Marketing Specialist (Current)**

Working with multiple clients, including a flag football league, an optometrist, a paper bag manufacturing company, and a uniform company

- Designed and launched targeted Facebook Ad campaigns to drive website traffic and message inquiries, aligning each campaign with client goals.
- Collaborated with clients to create tailored content and ad visuals, ensuring brand consistency across platforms.
- Managed budget allocations and adjusted ad targeting to optimize reach and engagement.
- **Social Media Manager & Media Buyer for Noche de Leyendas Huasca**
 - Developed and executed social media strategies to promote local events, leading to a sold-out show during the Day of the Dead event.
 - Created website content using WordPress, crafted the brand's logo and visual design, and generated ticket sales through online channels.
- **Digital Consultant for Various Projects**
 - Consulted for over 20 small- to medium-sized businesses, providing expertise in digital marketing strategy, content creation, and ad management.
 - Supported businesses in e-commerce setup, lead generation, and social media growth.

- **Social Media Manager and Media Buyer for Floreria Liliana**
 - Managed Facebook traffic and conversion campaigns, implementing the Pixel for retargeting.
 - Designed email marketing content and analyzed engagement to refine future strategies.
 - Used Google Ads to drive targeted traffic to the online store, enhancing the user experience and improving overall website performance.
- **English - Spanish Interpreter, Language Line Solutions (Oct 2014 - Dec 2016)**
 - Provided interpretation for U.S.-based companies in various sectors, including healthcare, legal, and customer service.
 - Earned certification in medical interpreting and completed over 2000 hours of professional interpretation.
- **English Teacher (10+ years)**
 - Taught English across several institutions and independently, helping students gain fluency through interactive, conversational methods.

Additional Experience

- Website Design and Content Creation
- Created websites, logos, and social media content for multiple clients across industries, supporting their entry into the digital space and improving online visibility.
- Bilingual Interpreter (English-Spanish)
- Worked as a medical interpreter for Language Line Solutions, handling a variety of interpreting needs in sectors like healthcare, insurance, and legal. Certified in medical interpreting with over 2000 hours of experience.
- English Teacher
- Taught English at several institutions, including Interlingua and CENLEX, with over 10 years of experience in language instruction.

Education

Bachelor's Degree in Marketing and Advertising
Universidad CESUVER

Skills:

- Facebook Ads & Meta Advertising: Proficient in campaign setup, targeting, and performance analysis, particularly for message and traffic campaigns.
- Content Creation: Experienced in producing social media content, from visuals to copy, that drives engagement and brand awareness.
- Google Ads (Basic Knowledge): Familiar with Google Ads fundamentals and capable of setting up and managing basic search campaigns.
- Email Marketing (Basic Understanding): Knowledgeable in creating and managing email campaigns, with awareness of content best practices and basic audience segmentation.
- SEO Fundamentals: Basic understanding of SEO, including on-page and off-page principles, to support organic content reach.
 - WordPress & Website Management: Skilled in creating and managing WordPress sites, with experience in UX optimization and plug-in usage.
 - Client & Team Communication: Strong communication skills, both with clients and within teams, ensuring project alignment and effective collaboration.