



Resume

Jorge Aldana Santos

Marketing | Project Management

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Career summary

Hands-on project manager and passionate marketer with a business philosophy of "do-test more and talk less," focusing on growth and data. Specializing in innovation, digital project management, and digital marketing, always with a Customer-Centric perspective. I am not afraid of continuous learning and seek a company where I can contribute with creativity and expertise.

Core competencies

- Digital Marketing
- Project Management
- Innovation Management
- Presentation Skills
- Digital Transformation
- Campaign Optimization
- Inbound Marketing
- Stakeholder Management
- Internal Communications

Education

Master International Marketing | Technische Hochschule Nürnberg Georg Simon Ohm Oct Oct 2021 – Mar 2024 | Nürnberg, Germany

Master Thesis: Assessing Innovation Maturity in Due Diligence.

Bachelor Business Administration | Autonomous University of Sinaloa

Aug 2016 – Jun 2020 | Sinaloa, Mexico

Semester Abroad in Cadiz University | Cadiz, Spain

Work Experience

Innovation Management: Employee Innovation | Siemens Energy

Apr 2022 – Mar 2024 | Germany

- Part of the team accountable for the internal innovation portfolio; innovation programs and projects responsible for implementing an all-employee innovation culture across SE.
- Proved communication skills: Created presentations for employees and high management.
- Project team member of the execution & implementation of the SE Innovation platform.
- Strengthen and simplified employee innovation portfolio assisted in agile innovation Sprints.
- Led surveys and UX Research efforts to optimize the user experience on the Innovation platform.
- Supported in preparing Innovation Events with more than 3,000 participants across SE.
- Planning and facilitating project meetings, alignment, and events to ensure progress.
- Generated Excel project reports, presentations, SharePoint websites, and conceptualizations.
- Collaborate with a diverse and international team, and work on cross-functional projects.
- Improvement of organizational processes and initiatives.

Social Media Manager | El Faro Seafood

Dec 2020 – Dec 2021 | San Diego, California

- Coordinated digital communication channels following an Inbound marketing strategy.
- Created content graphics, for Instagram, Facebook, and TikTok Short-video format videos.
- Plan, manage, and monitor campaign performance and optimize media paid campaigns.
- Implemented the development of a new website. Managed 5-member project team.
- Planned and applied a new digital marketing strategy, leading to a monthly increase in website visitors, higher social media engagement, and reduced cost per acquisition (CPA).

Digital Project Manager | Osako Products - FMCG Honey Industry

Jan 2020 - Dec 2020 | Mexico

- Created the new digital market ecosystem: E-commerce, Marketplace, and social media.
- Successfully implemented paid marketing campaigns, Social, and Google for e-commerce.
- Strategically allocated monthly marketing resources to optimize paid advertising campaigns.
- Executed data-driven campaign optimization, focusing on conversion rates and retention.
- Conducted in-depth analysis and reporting of data and KPIs.
- Fostered communication and collaboration across operative functions. Assisted in logistics.
- Enhanced the SEO strategy and improved strategic SEA campaigns, driving relevant traffic.
- Led continuous UX improvements and played a key role in process enhancements.
- Drafted and defined the user journey and customer funnel for E-commerce.
- Generated and presented A/B test performance reports for campaigns and landing pages.
- Executed diverse e-commerce marketing strategies, including testing different offers, campaign optimizations, and graphic advertising formats and targets.

Digital Marketing | Freelance and consultant in multiple Areas

Sep 2019 - Dec 2021

- Digital Marketing: Developed and performed social media and marketing strategies. Creating content, campaigns, and analyzing and optimizing organic and paid social media.
- Project Management Website and E-commerce: Oversaw web projects from concept to implementation. Led teams in project development. Built landing pages and websites.

Certificates

Google Project Management

Inbound Marketing HubSpot

E-commerce IOS

Graphic design course ITCASIN

Marketing Digital IAB Europa

Languages

English full professional proficiency

German communicative proficiency

Spanish native

Technical Skills

MS Office Word, PowerPoint, Excel, Outlook, Microsoft Teams

Project Management Tools Trello, Asana, Notion, Miro, Microsoft Teams, Concept Board

Marketing Tools Meta Ads, Google Ads, Multiple Marketing Tools, Google Analytics

E-Commerce & Website Tools Shopify, Wix, Miro, WordPress

Adobe & Design Tools Photoshop, Canva, Illustrator, Premier

Programming languages HTML (basic), Python (basic)

Always-active learner

Additional information

Interest Innovation, Sustainability, Agile, AI to Human, Lean startup, and Growth hacking.

Volunteering Project: Website Update - Friends of the Animals (Dog Shelter)

Personal Interest Cultural Experiences, Travel, Cinema, Hiking