

GUADALAJARA, JALISCO, MÉXICO

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FULL CV: [HTTPS://CHAURI.SOY/CV](https://CHAURI.SOY/CV) | PORTFOLIO: [HTTPS://CHAURI.SOY/PORTAFOLIO](https://CHAURI.SOY/PORTAFOLIO)

Jorge Armando Herrera Echaury

WHO AM I?

I'm a programming technician and a graduate with a bachelor's degree in animation, digital art, and multimedia, as well as a master's degree in education and teaching. However, my vocation is as a graphic designer, branding specialist, and teacher.

SKILLS & SOFTWARE

SOFT SKILLS

Decision-making | Emotional intelligence | Critical thinking | Creativity | Punctuality | Responsibility | Respect | Prudence | Commitment | Trust | Integrity | Resilience | Mental flexibility | Self-reflection | Leadership | Negotiation | Storytelling | Oral and written communication | Team leadership | Customer service | Communication | Teamwork | Analytical skills

SOFTWARE

Microsoft 365 Suite | Adobe Suite | Google Drive Suite | Apache OpenOffice Suite | Affinity Suite | Wordpress | Tiendanube | Shopify | MercadoLibre (Seller) | Amazon Seller HUB | Trello | Google Ads | Visual Studio Code | Canva | Hootsuite | Meta Ads | Mailchimp | Microsoft Teams | Monday | LinkedIn Ads | Mailercloud | Odoo | Zagonmail | Postly | UNUM | HTML | CSS

WORK EXPERIENCE

MARKETING MANAGER & PROJECT MANAGER | Grupo Maquinox (Maquinox Comercial & Webstaurant México) | Guadalajara, JAL, MX. | 08.24 – 06.25

- **Leadership in Digital Strategy and Growth:** I led the omnichannel strategy (social media, marketing automation), achieving a 40% increase in conversions and a 30% reduction in the sales cycle through the digital transformation of acquisition and nurturing processes.
- **E-commerce Development and Optimization:** I designed and implemented the e-commerce strategy from scratch, leading the development of the platform (WooCommerce) and applying conversion optimization (CRO and UX/UI) to improve conversion KPIs by 35%.
- **Strategic Brand Management and Activation:** I led corporate rebranding and brand architecture for new product lines, executing event activation strategies that increased qualified lead generation by 50%.

DESIGN & MARKETING COORDINATOR | Esencia Mental | León, GTO, MX | 01.24 – 07.24

- **Channel Expansion and eCommerce Management:** I led the expansion into strategic marketplaces (Amazon, Liverpool) and managed the platform's operations (Woocommerce), achieving a 35% increase in total sales.
- **Content Strategy and Organic Growth:** Developed and implemented a cross-platform content and technical SEO strategy that increased conversion rates by 45% and organic traffic by 15%.
- **User Experience Optimization (UX/UI):** I redesigned interfaces and optimized visual assets by applying conversion-focused UX/UI methodologies, resulting in a 25% reduction in bounce rate.

IDENTITY LEADER | Saktësi Telemetría | León, GTO, MX | 12.22 – 09.23

- **Strategic and Team Leadership:** I led the company's comprehensive B2B communications and employer branding strategy, managing multidisciplinary teams with agile methodologies to increase the sales pipeline by 40% and reduce internal turnover by 30%.
- **Product Development and Digital Platform:** I led the complete overhaul of the digital platform and the development of B2B/B2C products, applying design thinking, UX/UI design, and product management methodologies to improve the user experience and drive innovation.

- **Digital Marketing Management and Rebranding:** I executed a strategic rebranding and managed comprehensive campaigns (SEM, SEO, Social Media) to optimize ROAS and lead generation, basing decisions on data analysis and the development of buyer personas.

EDUCATION

- **MASTER'S DEGREE IN EDUCATION AND TEACHING** | Universidad Tecnológica Latinoamericana en Línea (UTEL) | Online | 04.21 – 04.23
- **BACHELOR'S DEGREE IN ANIMATION, DIGITAL ARTS AND MULTIMEDIA** | Universidad del Valle de Atemajac (UNIVA) | Zapopan, JAL, MX. | 09.12 – 04.16
- **TECHNICAL DEGREE IN PROGRAMMING** | Universidad del Valle de Atemajac (UNIVA) | Zapopan, JAL, MX. | 08.09 – 07.12

ANOTHER EDUCATION

- **Learn Javascript from scratch and create your first web application** | Skillshare | Online | 12.24
- **LOGO DESIGN: GRAPHIC SYNTHESIS AND MINIMALISM** | Domestika | Online | 10.24
- **STATISTICS FOR DATA ANALYSIS** | LinkedIn Learning | Online | 07.24
- **TIENDANUBE EXPERT** | Tiendanube | Online | 11.23
- **BRAND STORYTELLING** | Platzi | Online | 07.23
- **EMOTIONAL BRAND** | Platzi | Online | 07.23