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RODRIGO ORTEGA

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Results oriented and always focused on seeking for innovation. Advertising, digital media and design are my passion. My goal is to always achieve more than what is expected of me. A friend, team player and somebody that is willing to listen and understand a personal critique and work with it to become a better professional. **If it has been made, make something better.**

WORK EXPERIENCE

Bucketlist Rewards Inc.

Customer Success Specialist and Account Manager [Vancouver, Canada | May 2022 - present]

- Lead client implementations from sign-off to launch.
- Establish and oversee the customer's training of the Bucketlist platform as well as the adoption of best practices.
- Manage and monitor accounts on a daily basis.
- Platform expert. Key features, functionality, and platform updates.
- Understand customer's business goals and objectives and how they relate to our platform.
- Provide strategic recommendations based on customer's objectives and the industry's best practices.
- Develop and maintain a trusted advisor relationship with clients.
- Collaborate closely with the sales team to identify and manage contract renewals and upsell opportunities.
- Provide project management for all customer initiatives.
- Main point of contact for escalations that impact the customer's success.
- Build a strategy for accounts to drive loyalty and maximize customer retention.
- Articulate results and report on the effectiveness of the Bucketlist platform to demonstrate ROI.
- Internal voice for the customer within the company.
- Respond and resolve any support tickets from clients.

Kip - Online Supermarket

Marketing and Client Success Manager [San Salvador, El Salvador | March 2021 - January 2022]

- Manage the annual marketing budget.
- Coordinate the ATL and BTL advertising strategy. Plan and execute the marketing and digital strategy.
- Analyze insights from google analytics, google ads, facebook, instagram.
- Manage and maintain the email marketing platform (Klaviyo and Mailchimp).
- Optimize KPIs focused towards ROI and sales.
- Form commercial alliances with third party providers, brands, banks and influence and execute commercial activities in order to increase sales.
- Develop sales/promotions for products, categories, seasons and banks in order to increase sales.
- Monetize the ecommerce platform for Kip.
- In charge of the customer service team. Integrate and maintain the CRM platforms.
- Create relevant documentation, such as workflows/standard operating procedures(SOPs), for the customer service team.
- Create and maintain the Get to Know your client program.
- Optimize and maintain the KPIs to achieve the targeted CSAT scores.
- Create and maintain the outbound sales calls program to achieve the targeted CSAT scores.

Traffic Outdoor Media

Key Account Manager [San Salvador, El Salvador | July 2019 - March 2021]

- Manage the key accounts in order to commercialize the company's out-of-home products. (Billboards, digital billboards, mupies, indoor advertising).
- Direct contact with the main advertising agencies in El Salvador, in order to advise the best out-of-home solutions for their brands.
- Increase the client base and business opportunities to ensure long term business relationships with all the clients.
- Provide continuous guidance and support to clients throughout the partnership lifecycle, leading status calls/meetings, troubleshooting issues and brainstorming solutions.
- Personalized customer service to advertising agencies and direct clients.

- Form commercial alliances with third party providers, brands and other advertising channels to increase sales.

Design and Development Manager [San Salvador, El Salvador | November 2017 - July 2019]

- In charge of the graphic design team.
- Quality control for the company's operation and installation processes.
- Create strategic design proposals for out-of-home clients and new projects.
- Coordinate the operations team for OOH structure maintenance.
- Maintain strategic alliances with other media outlets, radio stations and local newspapers in order to help in business growth and evolution of OOH trends.
- Manage the marketing budget.
- Plan and execute the digital strategy for the company.
- Analyze insights from google analytics, google ads, facebook, instagram.

Avianca Holdings

Change Management Coordinator [San Salvador, El Salvador | May 2016 - August 2017]

- Lead the internal communications for a project called Integra (formerly known as Be One). This project consisted on the migration of the ERP (Enterprise Resource Planning) for the finance and human resources sectors for the companies Avianca, Taca International and Aerogal.
- Responsible of proposing, planning and executing all of the tasks required for a successful internal communication throughout the project.
- Create internal communication marketing campaigns.
- Audiovisual productions.
- BTL for internal events and workshops.
- Maintain change management KPIs focused in the internal communications brand acceptance and team members work environment.

Mashup Media

Commercial Director and Co-founder [San Salvador, El Salvador | November 2015 - April 2016]

- Ensure the correct functionality of the commercial and operational areas of the company.
- Responsible in commercializing the company's services.
- Customer service and communication.
- Installation of digital roll up banners for client BTL events.
- Program and manage the digital roll up banner's software.
- Increase the client base and business opportunities.
- Ensure long term business relationships with all the clients.

EDUCATION

Simon Fraser University

[Vancouver, Canada | 2007 - 2011]

Bachelor of Arts

Interactive Arts and Technology

Academia Británica Cuscatleca

[San Salvador, El Salvador | 2004 - 2007]

International Baccalaureate (I.B)

International Graduate Certificate for Secondary Education (I.G.C.S.E)

LEADERSHIP | VOLUNTEERING

Diploma in Digital Advertising - ECMH [San Salvador, El Salvador | 2019]

Participant at the New Forms Festival - Pixloop Exhibition [Vancouver, Canada | 2011]

Habitat for Humanity member [San Salvador, El Salvador | 2005 - 2007]

Harvard Model United Nations [Cambridge, MA, USA | 2006]

ABILITIES

Software

Adobe (Photoshop, InDesign, Illustrator, After Effects, Dreamweaver, Premiere)

Office 365 (Word, Excel, Powerpoint, Outlook, Forms, Sharepoint)

ERP (Oracle, Microsoft Dynamics, LS Retail, Django SQL Explorer)

Email marketing (Klaviyo, Sendgrid, Mailchimp)

Customer Relationship Management (Livechat, Hubspot)

Ecommerce (Magento)

Programming languages

Basic Java and HTML.

Languages

English (Advanced) | Spanish(Native)