

Daniel Cortez

Digital Marketing



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EDUCATION

Technical University of Oruro

2009 - 2018

Industrial Engineering

Univalle

2022 - 2023

E-commerce and Digital Marketing

ADDITIONAL COURSES

- Digital Marketing Professional Certificate (DMPC™), CertiProf - April 2023
- AWS Sales Acceleration Track, TD Synnex - March 2024
- LinkedIn Social Selling Certification, Fira Online - October 2024.



Passionate about digital marketing, I specialize in social media, outreach, and lead generation. I blend creativity and analytics to optimize campaigns, build engaged communities, and drive business growth.

SOFTWARE

Google Analytics ● ● ● ● ●

WordPress & WooCommerce ● ● ● ● ●

Google Ads ● ● ● ○ ○

Meta Business Suite ● ● ● ○ ○

HubSpot ● ● ● ● ○

Others: SEMRush, Looker Studio, Trello, Adobe Photoshop

LANGUAGES

Spanish ● ● ● ● ●

English ● ● ● ● ○

Ekalon
Social Media Manager
March 2025 – Present

- Led social media strategy, boosting engagement across Instagram, YouTube, TikTok, and Telegram.
- Developed content campaigns based on trends and audience insights.
- Implemented automation tools to streamline workflows and scale reach.

Montana Language Services
Growth Marketer
June 2024 – Feb 2025

- Developed content & lead nurturing strategies, increasing engagement by 18%.
- Implemented email automation, boosting open rates by 15%.
- Conducted market research & competitor analysis for growth strategies.

Nivelics SAS
Digital Marketing Specialist
March 2023 – May 2024

- Managed multi-channel marketing campaigns, increasing lead acquisition by 15%.
- Optimized paid ads on Google & Meta, improving ROI by 25%.
- Led content creation & analytics-driven performance optimization.

Liboadictos.com
Marketing Director
July 2020 – Present

- Built brand identity & optimized SEO, increasing organic traffic by 50%.
- Managed website on WordPress & led content marketing efforts.
- Developed digital campaigns & analytics-driven insights.

Web-Agro
Marketing Consultant
January 2018 – June 2020

- Developed a full online business strategy from ideation to execution.
- Implemented WordPress website & SEO strategies for audience growth.
- Created social media & email marketing campaigns for lead generation.

GOOGLE FOR EDUCATION LEAD GENERATION CAMPAIGN

Type of Project: Lead Magnet & Digital Ads Campaign

Location: Colombia

Other: Google Ads, LinkedIn Ads, HubSpot CRM

Designed and executed a lead generation campaign for Google for Education in Colombia, targeting universities and academic institutions. The campaign revolved around a customized educational eBook titled "Empoderamos a los docentes. Inspiramos el aprendizaje. Generamos impacto." which showcased Google Cloud solutions for education. The LinkedIn & Google Ads strategy directed traffic to a landing page, where leads could download the eBook and enter an automated HubSpot nurturing sequence, guiding them towards additional services and consultations. This approach strengthened relationships with educational institutions and positioned Nivelics as a key Google Cloud partner.

Watch the campaign ad featuring me: vimeo.com/1048054165

Team: Nivelics SAS.

Colombia, Bogotá.

Mockup of the eBook cover with title and Google for Education branding.



A special edition logo and branding were created to celebrate Nivelics' 12th anniversary, featuring new colors and a commemorative emblem. A retrospective video was produced, showcasing the company's journey, with narration recorded in my voice. The planning and editing were executed in-house by the Nivelics team.

See video: <https://www.linkedin.com/po...>



STORMY STATIONERY E-COMMERCE

Type of Project: E-commerce Development & Digital Marketing

Location: Bolivia

Other: WooCommerce, Social Media Strategy

Developed and launched the Librería Stormy e-commerce platform using WooCommerce, ensuring a seamless and localized shopping experience. The marketing strategy included real product photography, short-form video content (Reels), and an optimized mobile-friendly store design. A strong focus was placed on user experience and social commerce, integrating Instagram Shopping and Facebook Pixel to enhance audience targeting and engagement. Social media campaigns helped establish brand presence and drive initial traffic to the store.

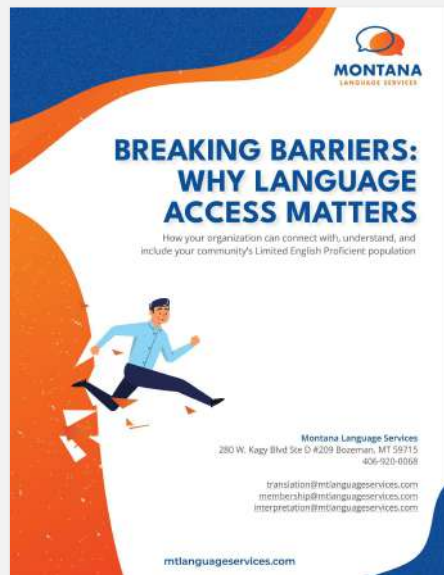
Explore the online store here: libreriastormy.com

Team: Stormy Stationery.

Bolivia, Oruro.

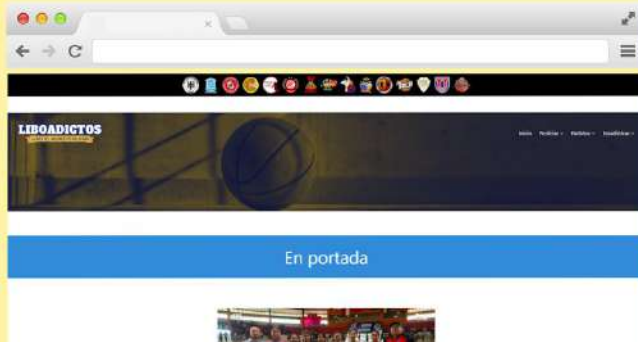
Librería Stormy e-commerce mockup displaying homepage and product layout.





Project Overview:

A lead magnet designed to educate clients and prospects on language access, covering key concepts, legal frameworks, and best practices. I crafted engaging copy following Montana's storytelling approach and designed the eBook layout in Figma, incorporating brand elements and corporate colors for a cohesive and professional look. This project strengthened brand authority and supported lead generation.



LIBOADICTOS
LA WEB DEL BALONCESTO BOLIVIANO

Type of Project: Comprehensive marketing strategy, including branding, social media design, and website development for Liboadictos.



Social media post announcing the website redesign launch.

Project Overview:

Led the entire copywriting development for the official relaunch of Nivelics' website, crafting compelling and strategic content to showcase the company's expertise. The project involved writing bilingual copies (English & Spanish) for 30+ services, industry solutions, success stories, and business insights, ensuring a clear and engaging narrative tailored to different target audiences.

Collaborated closely with the UI/UX, development, and marketing teams to align content with the brand's positioning and optimize user experience. Every section was carefully structured to communicate the value of Nivelics' services, support SEO strategy, and drive conversions through a seamless content flow. The challenge was to translate Nivelics' diverse range of services, including cloud solutions, web development, DevOps, cybersecurity, AI, and more, into digestible, engaging, and high-impact messaging, making the company's value proposition clear to potential clients.

This project reinforced Nivelics' digital presence and authority, providing a renewed, professional, and persuasive content experience.

See the website: <https://www.nivelics.com/en/services>



Strategy/ Results:

I developed a social media initiative to highlight clients and linguists at Montana Language Services, fostering engagement and strengthening community ties. The strategy involved coordinating with client teams for content approval, designing branded templates, and crafting compelling copy aligned with our brandbook.

Each feature aimed to create synergy between our network and our clients' audiences, enhancing visibility and reinforcing trust. This initiative positioned Montana as a collaborative and client-focused brand, while showcasing the expertise of our linguists and the success of our partners.



Strategy/ Results:

A series of webinars were launched as part of Nivelics' content marketing strategy to attract and nurture leads across key business areas. These sessions covered cybersecurity, SEO, PWA applications, app development, and generative AI for businesses (Google), positioning Nivelics as an industry expert.

The webinars successfully engaged decision-makers, generating qualified leads that entered our marketing and sales funnel. As the presenter, organizer, and strategist, I led content creation, audience engagement, and follow-up processes, driving increased brand awareness and conversions.

Watch the replays here: <https://www.linkedin.com/company/nivelics/events/>

Thank you!

Looking forward to working with you!