



# Ignacio Espinoza Jara

## Profile

Business Administration Engineer with a concentration in Marketing, graduated with honors, and holding a Diploma in Digital Marketing & E-commerce. My profile is centered on the strategic planning and execution of high-impact campaigns in Digital and Trade Marketing. I specialize in market and performance analysis to define solid strategies that drive the company's growth and commercial success.

## Professional Experience

### Product Manager Marketing

FORUM / BBVA, Santiago | 2024 - Present

- Increased the overall contribution of email marketing to Financed Units, growing it from 16% to 26% by optimizing the strategy.
- Led the launch of the new wholesale channel brand, including corporate identity design and web development.
- Spearheaded the development and implementation of a centralized bonus platform, which improved payment times and transparency and was adopted company-wide.
- Represented the Trade Marketing department during the implementation of Salesforce, optimizing workflows and internal communication.
- Managed the marketing budget, incentive programs, and campaign logistics, ensuring the correct execution of brand activations.
- Developed and executed the monthly business plan, creating strategic commercial proposals that ensured alignment between key brands (Opel, Peugeot, Omoda & Jaecoo, and Ford) and sales objectives.
- Planned and coordinated all necessary materials for monthly campaigns.

### Marketing Assistant

Uno Salud Dental, Santiago | 2022 - 2024

- Played a key role in the development and implementation of a new website, contributing to the structural design and optimizing its performance and SEO positioning on the Elementor platform.
- Increased the occupancy rate of underperforming clinics, achieving up to 100% occupancy in some cases through targeted local marketing campaigns.
- Managed the complete corporate image refresh, leading the update of facades across the clinic network to modernize their physical presence.
- Planned and executed BTL activations, ensuring strategic alignment to enhance the brand experience at the point of sale.
- Prepared and analyzed weekly performance reports for decision-making, facilitating the strategic alignment of commercial teams with business objectives.

### Marketing Assistant (Internship)

Easy S.A., Santiago | 2019

- Led the creative process with agencies to develop advertising materials that ensured strategic brand positioning.
- Oversaw campaign implementation, guaranteeing that the media agency's execution strictly aligned with business objectives.
- Analyzed the performance of mass marketing strategies and presented reports that facilitated alignment and decision-making for the sales and operations teams.

## Contact

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## Languages

Spanish — Native

English — Advanced

## Skills

- Leadership
- Critical Thinking
- Analytical Skills
- Strategic Planning
- Budget Management
- Project Management
- Agile Methodologies

LinkedIn



## Softwares

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- Google Ads — Advanced
- Google Analytics — Advanced
- Facebook Ads — Advanced
- Word Press — Advanced
- Elementor — Advanced
- Adobe Photoshop — Advanced
- Adobe Illustrator — Advanced
- Microsoft Excel — Advanced
- Microsoft Office — Advanced
- SAP Business One — Intermediate
- Power BI — Intermediate
- Looker Studio — Intermediate
- Trello / Jira — Advanced

## Education

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### Diploma in Digital Marketing & E-commerce

Universidad de Los Andes, Chile | Currently pursuing

### International Certificate in Strategic Communication

Universidad Europea de Madrid, España | 2023

### Bachelor of Science in Business Administration, with a Major in Marketing

Universidad Andrés Bello, Chile | 2020 - 2023

### Associate Degree in Business Administration, with a Major in Marketing

Instituto Profesional AIEP, Chile | 2017 - 2019

## Freelance Experience

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### Marketing & E-commerce Specialist

Diana Isler Accesorios | [www.dianaisler.cl](http://www.dianaisler.cl) | 2022 - 2024

- Led the full development of a Shopify website, including the integration of payment gateways and the connection with Google and Meta services.
- Optimized the digital marketing strategy by implementing always-on campaigns and improving social media performance.
- Revamped brand identity, redesigning logos and packaging to enhance market positioning.
- Authored brand manuals and technical documentation to ensure consistency and client autonomy in platform management.

### Digital Marketing Specialist

Estilo Vecchi | [www.estilovecci.cl](http://www.estilovecci.cl) | 2023 - 2024

- Led the complete brand identity refresh, including logo redesign and the development of a WordPress website optimized for SEO with a commercial focus.
- Implemented Google and Meta measurement platforms and configured online scheduling software to ensure accurate reservation management and decision-making.
- Optimized the digital marketing strategy by creating and managing high-performance campaigns and improving social media.
- Developed brand manuals and documentation to ensure future consistency and proper administration of platforms by the client.

## References

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### Katherine Muñoz Araneda

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### Diana Isler Levancini

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