

# ALEXIS FABRIZIO COZANO MARAMBIO

Santiago, Chile | [+56 9 10133145](tel:+56910133145) [alexiscozano@gmail.com](mailto:alexiscozano@gmail.com)

LinkedIn: [linkedin.com/in/alexiscozano](https://www.linkedin.com/in/alexiscozano) | Portfolio: [alexiscozano.website](http://alexiscozano.website)

## PROFESSIONAL SUMMARY

Digital Marketing Manager and Business Engineer specializing in E-commerce, Technical SEO, and Data Analysis. Bridges the gap between creative design and technical performance. Experienced in leading multidisciplinary teams and implementing process improvements using Agile methodologies. Focused on data-driven decision-making to drive growth.

## CORE SKILLS

- Strategy & Analysis: KPI Reporting, SQL, PowerBI, Looker Studio, Technical SEO, SEM.
- E-commerce: Shopify, Dropshipping, WordPress (CMS), CRM & ERP integration.
- Design & Tech: Adobe Suite, Figma, Sketch, HTML/CSS familiarity.
- Methodologies: Scrum, Design Thinking, Agile, Team Leadership.
- Languages: Spanish (Native), English (Intermediate / Professional Working Proficiency).

## PROFESSIONAL EXPERIENCE

### Technical Marketing Analyst | Consultor Forestal | *Remote*

*Apr 2025 – Jan 2026*

- Led digital marketing strategies and data analysis for forestry sector clients.
- Implemented technical SEO improvements and managed KPI reporting using PowerBI.
- Coordinated remote teams using Agile methodologies (Scrum, Trello).

### Digital Marketing Consultant | Cade Grayson | *Remote*

*Sept 2024 – Feb 2025*

- Developed and implemented Dropalo.cl, a dedicated dropshipping e-commerce site.
- Managed CMS integration and digital advertising campaigns.

**Digital Marketing Specialist** | Balflex Chile | *Santiago, Chile*

*Aug 2023 – Jul 2024*

- Executed digital strategies for industrial clients, focusing on lead generation.
- Managed social media and SEM campaigns to increase brand visibility.

**E-commerce Manager** | CafeStore.cl | *Santiago, Chile*

*Dec 2022 – May 2023*

- Managed online store operations, including Shopify administration and UX improvements.

**Head of Marketing** | ZS Motor | *Santiago, Chile*

*Jul 2022 – Dec 2022*

- Led marketing team and defined brand strategy for automotive sector.

**Head of Marketing** | Mtek | *Santiago, Chile*

*Nov 2015 – May 2022*

- Led digital transformation, managing teams across marketing, design, and e-commerce.
- Implemented Agile methodologies, improving project delivery time.
- Managed KPI analysis using Google Analytics to drive data-driven decisions.

**EDUCATION**

- Diploma in Digital Marketing | Universidad Gabriela Mistral | 2022
- Diploma in User Experience (UX Design) | Universidad Finis Terrae | 2021
- Business Engineer (Marketing & Sales) | IP Leones | 2011 – 2015
- Graphic Designer | Instituto Profesional ARCOS | 2000 – 2003

**CERTIFICATIONS**

- Scrum Foundation Professional Certificate (SFPC) | CertiProf
- Design Thinking Professional Certificate (DTPC) | CertiProf
- Inbound Marketing Certification | HubSpot Academy
- Google Ads & Analytics Certifications | Google
- FullStack Web Development Program | SENCE

