

ELIAS ERNESTO ALCANTARA SANCHEZ

Marketing Specialist & Web Developer

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Results-driven Marketing Specialist and Web Developer with 6+ years of experience orchestrating data-driven digital campaigns and technical solutions. Proven track record of enhancing web presence through strategic SEO implementation, optimizing advertising metrics, and managing multi-platform campaigns across Google Ads, Meta, and LinkedIn. Combines technical expertise with marketing acumen to deliver measurable ROI and drive business growth.

PROFESSIONAL EXPERIENCE

Growth Hacker June 2025 – Present

Projective Staffing + TekOrder

- Orchestrated comprehensive SEO strategy that elevated TekOrder and Projective Staffing search rankings through precision-targeted keyword implementation
- Developed and executed Google Ads campaigns with compelling landing pages, achieving measurable conversion improvements
- Spearheaded blog and whitepaper releases to enhance inbound marketing and establish thought leadership
- Implemented LinkedIn campaigns that significantly elevated social media presence and engagement
- Comprehensive email marketing automation with lead nurturing sequences, social media integration, and multi-channel retargeting campaigns

Ad Operations Specialist April 2022 – April 2025

VDX.tv

- Validated and optimized 500+ advertising campaigns based on KPIs, improving overall performance metrics by 25%
- Developed RTB strategies across multiple exchanges, optimizing targeting settings for maximum efficiency
- Coordinated with creative and account management teams to resolve technical issues and enhance campaign delivery
- Contributed to workflow optimization initiatives that reduced campaign setup time by 30%

Webmaster/Marketing Specialist 2019 – 2025

Santiago Chamber of Production and Commerce

- Served as webmaster for the first hybrid commercial exhibition in the Americas, focusing on brand awareness and retargeting
- Successfully managed Expo Cibao Virtual (2021-2024) and Pro Cibao 2024 projects
- Designed and managed virtual platforms including Expocibao.com and Camarasantiago.com
- Implemented content optimization strategies that improved organic search visibility

Digital Marketing & Web Services Specialist August 2020 – Present

Brawlingator (Freelance)

- Provided comprehensive website development and digital marketing solutions for diverse client base
- Managed Google Ads, Meta Ads, and LinkedIn advertising campaigns with focus on performance and ROI with targeted advertising campaigns using data segments and strategic bidding techniques
- Implemented pixel and conversion tracking for accurate performance measurement
- Developed high-converting websites and optimized marketing funnels for clients
- Produced engaging content across multiple platforms including social media posts, promotional materials, and marketing collateral
- Comprehensive email marketing automation with lead nurturing sequences, social media integration, and multi-channel retargeting campaigns
- Designed and created professional EPKs for artists including biographies, high-resolution photos, music samples, and press coverage

KEY PROJECTS & ACHIEVEMENTS

Expo Cibao Virtual Platform

- Pioneered the first hybrid commercial exhibition in the Americas serving 130+ businesses annually
- Developed comprehensive virtual exhibition platform with advanced SEO strategies

Advertising Excellence

- Set Up and Optimized 500+ campaigns across multiple exchanges with 25% performance improvement
- Implemented advanced real-time bidding strategies and automated optimization workflows
- Enhanced CPM, CPC, CPV, and CPA performance through data-driven optimization

CORE COMPETENCIES

Digital Marketing

SEO/SEM Strategy, 360° Campaign Management, A/B Testing, Conversion Optimization, Email Marketing Automation, Lead Generation, Data Analysis, KPI Tracking, ROI Measurement, Multi-Channel Integration

Advertising Platforms

Google Ads, Meta Ads, LinkedIn Ads, Real-Time Bidding, DoubleClick, Innovid, IAS, LiveRamp, Campaign Optimization

Web Development

HTML5, CSS3, JavaScript, WordPress, Wix Studio, WebFlow, SquareSpace, PHP, Responsive Design, E-commerce Integration, Mobile Optimization, Payment Integration and App/Plugin Development

Analytics & Tools

Google Analytics, Google Tag Manager, SEMrush, Ahrefs, HubSpot, GoHighLevel, Adobe Creative Suite, Figma, Marketing Automation Platforms

Leadership Skills

Project Management, Strategic Thinking, Cross-functional Team Coordination, Process Optimization, Client Relations, Team Leadership

LANGUAGES

English **Advanced**
Spanish **Native**

EDUCATION

Associate Degree

Valencia College, Orlando, FL

2017-2019

Dean's List | Phi Theta Kappa Honor Society | GPA: 3.33
Valencia Intercultural Student Association | Robotics-Electronic Club

Social and Community Management

PUCMM, Dominican Republic

2020-2023

Technical High School Diploma

Instituto Politécnico Industrial de Santiago

Student Council Vice-President | Electronics Student Council President

CERTIFICATIONS

- ✓ Management Certification - American Management Association (2019-2025)
- ✓ Digital Marketing Certification - Spain Business College (2023)
- ✓ Branding Strategy and Brand Management - ITLA (2024)
- ✓ Level-2 Leadership - Professional Development

RECOGNITION

- ✓ U.S. Department of State CCI Program Participant
- ✓ 200+ Hours Community Service
- ✓ International Conference Presenter
- ✓ Dean's List Achievement
- ✓ Full Scholarship Recipient