MARCO RIVERA

Digital Marketing Strategist | SEO, Lead Generation, Content & Marketing Automation
marcorivera.ni@gmail.com | +505 5887-2314 | linkedin.com/in/marcoriveraecom | marcorivera.online

PROFILE

Versatile Digital Marketing Strategist with 10+ years of experience across SEO, lead generation, content creation, email marketing, social media, and marketing automation. Proven results growing organic traffic, building high-converting funnels, and coordinating multi-client marketing operations. Skilled at identifying process inefficiencies and developing tools and workflows that improve team output. Bilingual (English/Spanish), detail-oriented, and experienced working remotely with distributed US-based teams.

CORE SKILLS

SEO & Web: WordPress, Keyword Research, On-Page/Off-Page/Technical SEO, Google Business Profile, Landing Page Optimization, CRO, A/B Testing
Lead Generation & CRM: Funnel Development, Email Automation & Sequences, Lead Management, Audience Segmentation, CRM (HubSpot, Zoho), Outbound Campaigns
Content & Social Media: Content Strategy, Social Media Management (Facebook, LinkedIn, Instagram, YouTube), Copywriting, Graphic Design, Post Scheduling
Marketing Automation: Workflow Automation (Zapier, n8n), AI Tool Development, Process Optimization, Project Management

TECHNICAL SKILLS

Web & CMS: WordPress, Squarespace, Framer, ClickFunnels, Google Business Profile
Design: Canva, Adobe Illustrator, Figma, CapCut
Marketing & CRM: HubSpot, Zoho, GetResponse, MailerLite, Kit, Calendly, Later.com
Automation & AI: Zapier, n8n, Claude API, Gemini, ChatGPT, Airtable, Softr, Supabase
Analytics & SEO: Google Analytics, Google Search Console, Google Keyword Planner, SEMrush, SE Ranking
Productivity: ClickUp, Google Workspace, Microsoft Office, Trello, Slack

PROFESSIONAL EXPERIENCE

Marketing Operations Specialist | *Social Compass Management (Remote, Full Time)* September 2025 - July 2026

- Coordinated multi-client marketing workflows in ClickUp, guiding team members across design, copywriting, scheduling, and client communications to ensure on-brand delivery.
- Created and scheduled social media content (primarily carousels) across Facebook, LinkedIn, Instagram, and YouTube for several clients using Later.com.
- Built landing pages and email sequences using Squarespace and Kit; a product launch campaign generated $6,000 in sales within one week.
- Developed a Chrome extension that automated content transfer from ClickUp to Later.com, and an AI-powered caption writing tool (ClickUp + Supabase + Claude) that reduced writing time from 1-2 minutes to 20-30 seconds.

Digital Marketing Specialist | *Cloud5 Accounting, USA (Remote, Part Time)* September 2023 - Present

- Managed WordPress website content and launched SEO initiatives including keyword research and on-page optimization, growing traffic from 0 to 8K visits within one year.
- Generated 400+ leads through sales pages, lead pages, and email sequences using ClickFunnels 2.0, achieving a 25% lead-to-client conversion rate and acquiring 30 new clients.
- Built Zapier automations integrating ClickFunnels, Slack, Google Sheets, and HubSpot for faster lead follow-up, and automated blog content generation using Zapier and Gemini.

Digital Marketing Coordinator | *Assessments Systems Corporation, USA (Remote, Part Time)* September 2024 - May 2025

- Developed a digital marketing strategy including LinkedIn content, targeted email campaigns via Zoho, a website translation plan for Spanish-speaking markets, and a YouTube content strategy.

E-commerce Operations Manager | *DS Genie, Managua, NI* March 2019 - May 2022

- Managed multi-platform e-commerce operations (Amazon, eBay, Facebook Shops, Walmart) including product listings, inventory, order processing, and pricing strategy, generating over $2.5M in product sales.
- Analyzed sales data and KPIs to optimize profit margins and identify high-performing product niches through market research and competitor analysis.

Digital Content Creator and Advertiser | *Chereques, Managua, NI* December 2013 - July 2018

- Created visual content for Facebook and Instagram and planned paid campaigns across Google, Facebook, and Instagram, tracking performance metrics to optimize results.

EDUCATION

Ms. Digital Marketing, Growth Hacking and eCommerce | OBS Business School, Barcelona | 2024 **Bs. Pharmaceutical Chemistry** | UNAN R.U.R.D., Nicaragua | 2014