

CHRISTIAN CORTES

Digital Marketing Manager | Ecommerce Pro | Creative Spirit | Data Nerd

📞 518.526.4942

✉️ Christian@CortesDigitalMarketing.com

🌐 [linkedin.com/in/christian-cortes-digital-marketing/](https://www.linkedin.com/in/christian-cortes-digital-marketing/) 📍 Milford, CT

SUMMARY

I am a seasoned Digital Marketing & E-commerce Manager with extensive experience driving growth and revenue through diverse marketing channels. I excel in managing advertising budgets, optimizing ROAS, and executing successful email marketing campaigns. Proficient in website redesigns, platform migrations, and loyalty programs, I enhance customer lifetime value. With expertise in SEO, SEM, and UX optimization, I use tools like Google Analytics, Klaviyo, and Shopify to deliver measurable results. My strengths include strategic planning, data analysis, and stakeholder presentations.

EXPERIENCE

Digital Marketing Manager

[Lax.com](https://www.lax.com)

📅 05/2017 - Present 📍 Norwalk, CT

Manage the company's growth initiatives and revenue goals through a data driven, omnichannel marketing approach.

- Key member of the team for our Website redesign, Platform migration From Magento to Salesforce, and Brand relaunch in 2019
- Moved From Agency to In-house Paid Search in 2021. Increasing ROAS 58%
- Manage \$300K Google ad budget generating \$2M in Direct Revenue
- Utilizing Klaviyo to generate \$500K email revenue, 18.79% Increase YOY
- Implemented email workflows to generate \$103,644 63.94% increase YOY
- Implemented Loyalty program has a 5.5% participation rate
- Loyalty Members Increases Purchases 140% and Increase LTV 190%
- Present to investors and stakeholders quarterly on companies' goals, analytics, and trends

Freelance Digital Marketing Consultant

[CortesDigitalMarketing.com](https://www.cortesdigitalmarketing.com)

📍 Milford, CT

Work with several small businesses to help them make an impact in their digital presence.

- Generated a 870% increase in Ecommerce Sales 120% increase in traffic for Invasionvt.com
- Increased Traffic 70% for TouchdownsAllDay.com

Store Manager, Graphic Design & Printing

[The UPS Store](https://www.theupsstore.com)

📅 04/2013 - 05/2017 📍 Albany, NY

Promoted to manager of a newly renovated store in 2016. In charge of scheduling, hiring, ordering supplies, billing, and more.

- Increased sales by 7% YOY, while lowering operating costs and increasing profit margin.
- Meet with customers about print and design projects; From small booklet jobs to menus, banners and stickers.
- Oversaw the production of print jobs from pre-production, printing, and quality control.
- Created marketing assets for our store including coupons, POS displays, E-mail, and social media.

Student Brand Manager

[Red Bull](https://www.redbull.com)

📅 01/2010 - 05/2010 📍 Marist College

- Generated brand awareness through unique marketing and events
- Supported National Red Bull Marketing Initiatives
- Developed relationships with campus leaders on behalf of Red Bull
- Photographed and Filmed Red Bull events on/off campus

EDUCATION

Marist College

[School Of Communications, Major Advertising, Minor Photography](https://www.marist.edu)

📅 09/2007 - 05/2011 📍 Poughkeepsie, NY

ACHIEVEMENTS

✉️ 35% Email Traffic Increase

Spearheaded Email Marketing strategy at Lax.com Increasing traffic and Revenue.

📈 58% ROAS Improvement

Optimized Google ad spend at Lax.com, resulting in a 58% improvement in ROAS.

📊 Dashboard

Crafted In-depth company BI dashboard in Looker Studio, unifying several data streams into a holistic view.

SKILLS

Strategy & Planning

Paid Media

Data Analysis & Reporting

Creative

Adobe CC

Social Media

Google Analytics GA4

Looker Studio

Klaviyo

Shopify

Meta Advertising

Google Ads

TikTok Ads

HTML/CSS/Java

Asana/Jira

CERTIFICATION

Advanced Google Analytics (GA4)

Focused on mastering Google Analytics for deep insights into user behavior, provided by Google.

Google Digital Marketing & E-commerce Professional Certificate

Fundamentals of digital marketing and e-commerce to gain the skills needed to excel, offered by Coursera.

Google Ads

Demonstrate your mastery of building and optimizing Google Search campaigns, provided by Google

PASSIONS

👨‍👩‍👧 Family

I enjoy spending time and traveling with my wife and 1.5 year old daughter. They motivate me to be the best version of myself.

🏔️ Outdoors

When I'm not working, I love to be outside. An avid hiker, snowboarder and paddleboarder, I am always willing to explore someplace new.

🎨 Art & Music

Music and art have been a large part of my life, seeing countless concerts and enjoy illustrating in my spare time. IG @CortesDraws.Art