



MORE ABOUT ME:

# Ricardo González



DIGITAL NERD + PROBLEM SOLVER

## CONTACT

Let's talk!

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## WORKED WITH

TOP COMPANIES SUCH AS:

CEMEX, OXXO, KIA MOTORS, THE HOME DEPOT, FAMSA, CHUBB INSURANCE, WHIRLPOOL, TEC DE MONTERREY, IDEI, TRAZZO, ENSITECH, MARANGONI FASHION INSTITUTE, UDEM, TECMILENIO, UTEL.

## EDUCATION

MARKETING DIRECTOR COURSE / NEXT MBA 2021

INBOUND MARKETING / HUBSPOT 2021

BUSINESS STORYTELLING / ASTROLAB 2018

MBA @ MADRID / EUDE BUSINESS SCHOOL 2016

MARKETING BACHELOR / UANL 2010

## ABOUT ME

I'm a highly energetic leader, committed to help businesses grow and innovate, so we all can thrive.

I deliver results by leading, relentlessly prioritizing and collaborating with stakeholders, key clients, agencies and partners. I'm an enthusiast for change and agile cultures.

## EXPERTISE

- Digital Transformation
- E-commerce
- Agile Frameworks
- Business Strategy
- Storytelling
- Digital Marketing

## EXPERIENCE

### HEAD OF DIGITAL MARKETING

2020 - current  
Sorteos Tec  
+\$1B revenue  
+85% market share  
+1K employees

- Define digital marketing strategy and innovation projects.
- E-commerce, lead generation, branding and special projects.
- Follow up KPIs and established goals.
- Support direct reports (9pax) and manage relationships with KA & partners.
- Digital transformation initiatives.

#### >>> ACCOMPLISHMENTS

1. Successfully launching the "¿Te la sabes?" contest, having an NPS of 72.
2. Achieving lead generation goal with only 70% of the budget.
3. Increasing e-commerce revenue by 8% Y2Y.

### HEAD OF MARKETING OPERATIONS

SEP-DEC 2020  
Julius2grow  
+100M revenue  
35-40 clients  
+60 employees

- Marketing strategy for clients.
- Collaborate with sales to create new services.
- P&L of MKT department.
- Lead a team of 18 people + partners.
- Ensure day to day operations.
- Training and coaching the team.

#### >>> ACCOMPLISHMENTS

1. Strategy definition and deployment for MKT area, reducing operation costs by 30%.

### HEAD OF DIGITAL MARKETING

SEP-DEC 2020  
Julius2grow  
+100M revenue  
30-35 clients  
+60 employees

- Digital marketing strategy and projects.
- Ensure day to day operations.
- Develop and train the team.
- Managing client relationships.
- Supervising reports and presentations for clients.

#### >>> ACCOMPLISHMENTS

1. Developing and implementing new digital strategy for Tec de Monterrey's Adult Education, achieving +250% leads and +10% revenue, Y2Y.
2. Developing and implementing new digital strategy for Home Depot's e-commerce, having upgrades in every KPI: ROI, ROAS, CTR, CPC, Conversion Rate, Average Ticket and other, for 2 years in a row.