**[FEDERICO ESTRADA](https://www.federicoestrada.com/)**

23 Fonseca Avenue, Coral Gables, FL 33134 | +1 (561) 707-1288 | federico@estrada.me.uk

**EDUCATION**

[**UNIVERSIDAD DE LOS ANDES**](https://administracion.uniandes.edu.co/index.php/es/programas/mba) Bogotá, Colombia

*MBA - Business*  2011 – 2013

* Built the proof of concept for cuidaddemascotas.com; an online pet supply that continues to thrive today

[[**UNIVERSIDAD DE LOS ANDES**](https://administracion.uniandes.edu.co/index.php/es/programas/mba)](https://ingenieria.uniandes.edu.co/) Bogotá, Colombia

*eCommerce - Business*  2010 – 2010

* Launched Oggot, a custom printed notebook & merchandising online store

[**POLITÉCNICO GRANCOLOMBIANO**](https://www.poli.edu.co/) Bogotá, Colombia

*Bachelor- Marketing & Advertising*  1998 – 2003

**EXPERIENCE**

[**Karisma Hotels & Resorts**](https://www.karismahotels.com/) Miami, FL

Travel & Leisure | Beachfront Gourmet All-Inclusive Hotels & Resorts 2018 - Current

***Director of eCommerce, Digital Marketing & CRM***

* Digital Media Acquisition Owner (PPC, SEM, SEO, Meta, Social, Partner sites, Display & Video)
* Web Product Lead (portfolio, brands, restaurants, corporate)
* Channel Development Lead (digital, CRM, direct to consumer, merchandising)
* Channel Optimization Owner (strategy, analytics, reporting, optimization & budget)
* Digital Technology Optimization Lead (matrix projects, enhancement roadmaps, consolidation & advancements)
* Sales Channel Owner, achieving yearly double-digit revenue growth including 2020 YTD

[**Swatch**](https://www.swatch.com/en_us/) Miami, FL

Retail | Fun, Affordable, Fashionable Watches & Accessories 2015 - 2018

***Senior eCommerce Manager***

* US Market, direct digital business development leader achieving double digit key KPI improvements
	+ Revenues +20%
	+ Shipments + 30%
	+ Assortment +90%
	+ Delivery cost -15%
	+ Returns – 60%
* Digital Media Lead (PPC, SEM, Social, Display & Video)
	+ Investment increase +65%
	+ ROAS +40%
* Led global analytics pilot initiative for the US Market incorporating Tableau for business monitoring and optimizations
* Website Owner, US Market (re-platform, localization, merchandising, assortment, payments, call center)

[**Zubi Advertising**](https://www.zubiad.com/) Miami, FL

Agency | US Hispanic Agency Services 2015– 2015

***Senior Digital Analyst***

* SEM Digital Optimization & Analytics Owner (Ford US Hispanic, Lincoln US Hispanic, Ford Tier III California)
	+ Acquisition +80%
	+ CPA -60%
* Agency Certifications Leader by achieving the 1st US Hispanic Google Partner Agency Certification
* Display & Video Lead Digital Analyst for the Ford, Lincoln & Chase US Hispanic division

[**Global Education**](https://www.globaleducation.com/) Bogota, Col

Insurance | Higher Education Tuition Insurance 2013 - 2014

***Director of Digital Strategy***

* Digital Technology Optimization Lead (website, micro-site, landing page, analytics, email & CRM)
* Digital Direct Revenue Optimization Owner (lead nurturing, up-selling, cross-selling, lead acquisition)
* Internal Digital Transformation Owner (project management, internal communications, technology integrations API, batch, sync & data updating)

[**Carrefour**](https://www.carrefour.com/) Bogota, Col

Retail | Global Hypermarket & Supply Chain- 5th Worldwide 2010– 2013

***eCommerce Manager***

* Non-food online retail project and store owner
	+ Assortment
	+ P&L
	+ Merchandising
	+ Trade Marketing
	+ Pricing
	+ Logistics
	+ Integrations
* Delivered sustained double-digit online sales growth

[**Mario Hernandez**](https://www.mariohernandez.com.co/) Bogota, Col

Retail | Luxury Leather Accessory & Fashion Brand 2008 - 2010

***eCommerce Manager***

* Direct Online Sales Owner (store.com & amazon marketplace)
	+ Digital Channel Fulfillment Lead (rules, requirements & processes)
	+ Collection Launch, merchandise & digital production (Creative assets, photography, descriptions & copy)
	+ Relationship Marketing (ESP management, lead acquisition, nurture & list management)
* Channel Key KPI results
	+ Fulfillment improvement +65%
	+ AOV +50%
	+ Transactions +90%

**Tapco International, Inc.**  Bogota, Col

Automotive | Wholesale Automotive Parts 2005– 2008

***eCommerce Specialist***

* Direct Online Sales Owner (creation, growth and optimization of store.ebay.com)
	+ Channel Fulfillment Owner (pick, pack, wrap, ship, return)
	+ Store Owner (assortment, inventory, price, photography, descriptions)

**ADDITIONAL**

* Native Spanish speaker
* Fluent in Tableau, Photoshop and Google Suite (Analytics, AdWords, My Business)
* Volunteer at St Theresa School my daughter’s alma-mater
* Enjoy following the Colombian soccer team