



Sebastián Rodríguez

Digital Marketing Specialist

ABOUT ME

Digital marketing professional with experience since the age of 18 working as a freelancer for small and medium-sized businesses (PYMES). Specialized in developing digital strategies, social media management, advertising campaigns, and brand positioning. I also have experience in industrial operations and data management in corporate environments.

CONTACT



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LANGUAGES

- Español (Native)
- Ingles (Intermediate)

SKILLS

- Digital Marketing Strategy
- Social Media Management
- Meta Ads & Google Ads
- Content Creation
- Branding & Visual Identity
- Copywriting
- SEO & SEM
- Data Registration & Operations Support
- Analytics & Reports
- Client Management
- Web Development

PROFESSIONAL PROFILE

Digital marketing specialist with experience advising PYMES, brand development, advertising campaigns, content creation, and performance analysis. I have worked both independently and in multinational companies, combining creative skills with an operational and analytical approach.

WORK EXPERIENCE

Freelance Digital Marketing Specialist/ 2020 - Presente

Digital marketing advisor for small and medium-sized businesses.

Responsibilities:

- Digital Marketing Strategy
- Social Media Management
- Meta Ads & Google Ads
- Content Creation
- Branding & Visual Identity
- Copywriting
- SEO & SEM
- Data Registration & Operations Support
- Analytics & Reports
- Client Management
- Web Development
- Experience in Artificial Intelligence
- Blender, AI, Photoshop, Lightroom, CapCut, Canva, After Effects, WordPress
- Experience leading and managing projects
- Experience in customer service and sales
- Experience in ecommerce

Companies:

Mecánica Express
Pura Vida Costa Rica Viajes
Intertec S.A.
Others PYMES

Reference:

Miguel Hernandez - General Manager
mhernandez@intertec.co.cr