

JORGE YAMIL

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WEBSITE / PORTFOLIO

- <https://jorgeyamilvz.com/archive/>
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EDUCATION

Master's Degree in Digital Media- Polytechnic University of Valencia, Spain - February 2025

Specialization in Project Management - University of Palermo, Argentina - August 2023

Bachelor's degree in Communication and Digital Media- University of Lima, Lima - December 2022

PROFESSIONAL SUMMARY

Hi! I'm Jorge, a Master's student in Digital Media at UPV Valencia with experience in digital marketing projects for startups, agencies, and companies. I work across strategy and creativity: SEO/AEO, copywriting, performance marketing, web analytics, and UX/UI design. I've worked with clients in various countries managing content, communities, and visual assets. I speak Spanish, English, and Italian fluently. I'm looking for a team where I can continue to grow and contribute from day one.

WORK EXPERIENCE

July 2025 - Mayo 2026

Lima Moon -Assistant Project Manager / Digital Project CoordinatorRemote

- **Web Project Management:** I supported the management of multidisciplinary teams and external agencies under a hybrid role of management and web design, optimizing project launch times by 14%.
- **SEO Strategy:** I collaborated on the iComprehensive keyword research and technical SEO audits, increasing visibility in organic searches by 45% for key client accounts.
- **Content Strategy:** I participated in the development of Data-driven editorial calendars that resulted in a 60% improvement in content engagement metrics.
- **Campaign Optimization:** Management of multimedia content strategies (video marketing, downloadable resources and organic funnels) focused on conversion, generating a constant flow of more than 80 qualified leads monthly.
- **Analytics and KPIs:** I supported the monitoring of the User behavior and web metrics using SEMrush and Google Analytics 4, using those insights to iterate strategies and optimize account conversion.

January 2024- September 2024

TEDI - Copywriter Junior and Brand Strategist Remote

- **Conversion Copywriting:** I created high-converting sales pages and email sequences that improved click-through rates by 35%.
- **Brand Development:** I managed the corporate branding strategy across all digital touchpoints, ensuring a consistent brand voice and visual identity.
- **SEO Content Creation:** I wrote SEO-optimized copy for websites and blog content, resulting in a 50% increase in organic traffic in 12 months.
- **Social Media Management:** I developed and executed content strategies for multiple platforms, increasing audience engagement by 40%.
- **Multifunctional Collaboration:** I worked closely with design teams to create cohesive visual-textual experiences that improved conversion rates.
- **UX Writing:** I optimized the website's user experience through strategic information architecture and conversion-focused copywriting.

January 2023- December 2023

CoderHouse - Asisstop at Creative Content and Design Digital, Argentina

- **Content Production:** I assisted in the creation and management of content for the largest e-learning platform in Latin America (500K+ students).
- **UX/UI Design:** I collaborated on the production of visual content for social media, aligning format, aesthetics, and user experience with the platform's standards.
- **Communication on Social Networks:** I assisted in the execution of multiplatform visual content strategies, adapting graphic pieces to different channels and audiences.
- **Creative Materials:** I participated in the creation of visual materials for events, corporate presentations and digital communication, ensuring a coherent and innovative image.

TECHNICAL SKILLS

Project Management and Collaboration Asana, Trello, Monday, Notion, Slack, Agile Methodologies, Scrum, Multidisciplinary Team Management

Digital Marketing and Automation: HubSpot, Mailchimp, ConvertKit, Marketing Automation, CRM, Email Marketing, Chatbots, Asistentes Virtuales con IA.

Digital Advertising and Performance Google Ads, Facebook Ads Manager, Social Ads, LinkedIn Ads, Advertising Budget Management, Sales Funnels, PPC/SEM Campaign

Optimization

SEO and Web Analytics: Google Analytics 4 (GA4), Google Search Console, SEMrush, Ahrefs, Screaming Frog, Technical SEO, Conversion Analysis, KPI Tracking.

Design and User Experience Figma, Adobe Creative Suite (Photoshop, Illustrator, Lightroom), Canva, UX/UI Design, Prototyping, Responsive Design.

Web Development: WordPress, Webflow, HTML, CSS, JavaScript, Optimización Web, SEO On-Page, Performance Web.

Audiovisual Production: Adobe Premiere Pro, After Effects, Final Cut Pro, DaVinci Resolve, Video Editing, Motion Graphics, Professional Photography, Photo Retouching.

KEY SKILLS

- **Content Strategy** SEO Copywriting, Keyword Research, Content Strategy, Visual Storytelling, Creative Scriptwriting.
- **Social Media Management** Community Management, Multiplatform Content Creation, Social Media Strategy, Engagement.
- **Creative Direction** Visual Conceptualization, Art Direction, Branding, Corporate Identity, Style Guides.
- **Analysis and Reports** Data Analysis, ROI Tracking, Campaign Reporting, Data-Driven Optimization.
- **Languages:** Spanish (Native), English (Advanced), Italian (Advanced), Portuguese (Intermediate).