



# Miguel Esquivel Schaeffer

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## Goal

Lead digital transformation strategies that allow me to design and implement solutions aimed at improving the points of contact with the customers in order to increased sales of the e-commerce channel.

## About me

Leader of digital transformation with more than 10 years of experience designing and implementing solutions aimed at increasing the sales of the e-commerce channel in organizations by up to +1 700%. Results-oriented, with high level for data analysis, business intelligence reports and CRM for the purpose of identify opportunities for improvement at points of contact with the customers in order to increase the conversion rate, certified in Google tools for analytics and digital marketing. Effective communicator, able to consolidate work teams in an environment of learning and self-management.

## Work Experience

### AXA Insurance | Ecommerce Leader

2016 - 2018

Leader of the ecommerce UX, responsible for implementing tools aimed to increase the conversion rate and establish processes for lead management optimization.

- ★ I achieved a growth in sales of the ecommerce channel of + 290% vs 2016, leading the internal project of relaunching the channel and the redesign of the insurance policies allocation in call center.
- ★ I designed a strategy in motor insurance that helped determine a 4 to 1 ratio of online quotes against offline sales, allowing to evaluate the impact of the budget for digital media in the sales of other channels.

### Systems Mobile Inc. | Digital Ad Trafficker

2015 - 2016

Manage campaigns in a network of websites and mobile applications, aimed to accomplish the KPIs for advertisers and get the mayor possible revenue for the publisher.

- ★ I promoted the implementation of an improvement in mobile applications managed by Systems Mobile Inc. which increased revenues of RTB campaigns by + 40%.
- ★ Design and implement a dashboard for the customers of Systems Mobile Inc. That would allow them to consult in real time the performance of their applications, decreasing the workload of the commercial team for 5 days.

### L'Occitane en Provence | Digital Manager

2013 - 2015 | Consultant 2015 - 2016

Manage the full operation of ecommerce and digital media campaigns. Responsible for both the definition and the development of key performance indicators in the CRM strategy for the company.

- ★ I increased the sales of the ecommerce channel by + 1,700% vs 2013, through a strategy that increased visits, average ticket, frequency of purchase and focused on the conversion rate of the site.
- ★ I obtained the second place in Latin America in the global audit of best practices of Grupo L'Occitane with the project of improvements of features on the website.
- ★ I coordinated a change awareness and management project with the retail sales team, which increased the purchase frequency of VIP clients from 1 to 5 times a year.

### Independent Professional | Digital Projects Consultant

2010 - 2013

Development of strategies for digital media and counselling for the implementation of technological solutions.

- ★ Use SEO techniques to position in a month, the STIHL website by covering the first page of results in Google, what displaced other sites that linked the brand with violent content.
- ★ I fully implemented a B2B2C ecommerce for the cosmetics company By Apple including 100% of its catalog.
- ★ I developed the functionality of two didactic games for the Dondé Foundation, which were distributed nationwide.
- ★ I designed the HTML structure for the ISSSTE intranet, freeing 100% of the functionality, two weeks before the deadline with adherence to the design regulations.

### Grupo Imperquimia | Brand Manager

2008 - 2010

Implement digital tools in order to establish the e-commerce channel. Coordinate ATL and BTL advertising campaigns aimed at both final consumers and distributors.

- ★ I established ecommerce and prospect management processes using diverse digital tools in order to increased sales.
- ★ I coordinated an advertising campaign in digital and traditional media to promote the ecommerce strategy, obtaining for two consecutive months the historical maximum of sales.

## Languages

- English: Upper-Intermediate
- Spanish: Native

## Certifications

- ★ Adobe Photoshop Certified Expert
- ★ Certified ScrumMaster Scrum Alliance
- ★ Google Analytics Certified
- ★ Adobe Illustrator Certified Associate
- ★ Scrum Product Owner CertiProf
- ★ Google Adwords Certified

## Additional courses

Growth Hacking | NUMA Mexico  
September 2017

Content Strategy for Engaging Audiences | Northwestern University  
August 2015

Academy for Ads | Google Partners  
2011 - present

Project Management | iab Mexico  
June 2011

## Education

Digital Marketing Specialization | University of Illinois  
On-line courses, currently studying

Strategic Marketing | Periodismo y Arte en Radio y TV  
Specialization 2008 - 2009

Degree in Advertising | Periodismo y Arte en Radio y TV  
2004 - 2007

## Knowledge and skills

### Ecommerce & Growth Hacking

- Digital Design (HTML, CSS, jQuery, Angular, PHP, Magento, Prestashop, Wordpress, Drupal & Liferay).
- Search Engine Optimization (Woorank, Google Search Console, Google trends & Similar Web).
- Email Marketing & Automation (IBM Watson, MailChimp, Adobe Campaign y Campaign Monitor).
- AB testing (Google experiments, Optimizely, Adobe target & AB tasty).

### Analysis & Management

- Website Analytics (Google Analytics, Google Tag Manager, Adobe Analytics, App Annie, New Relic & hotJar).
- Business Intelligence & CRM (IBM Cognos, Adobe Marketing Cloud, Cegid & Zoho).
- Data Analysis & Reporting (Google Data Studio, Excel, Power Point, Super metrics & Tableau).
- Innovation and Project Management (Design Thinking, Lean, Agile & Scrum).

### Digital Marketing

- Digital Marketing (Google Adwords, Semrush, DoubleClick for Advertisers, Facebook Ads & BingAds).
- Demand Side Platform (Criteo, Adform, YuMe & DoubleClick Bid Manager).
- Data Management Platform (Adobe Audience Manager, Weborama Audience Manager & Navegg).
- Aderving (OpenX, DoubleClick for Publishers, Admob & Adsense).