

DANIEL MARTINEZ

Growth & Marketing Operations Specialist

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PROFESSIONAL SUMMARY

Growth & Marketing Operations Specialist with 8+ years of experience driving measurable growth through campaign execution, analytics, and scalable marketing processes. Background includes global programs at Microsoft and international freelance consulting (2023–present) across data analysis, performance marketing, and social media. Known for improving campaign efficiency, strengthening KPI visibility, and enabling faster, data-driven decision-making across teams.

WORK EXPERIENCE

Freelance Growth & Marketing Consultant | International Clients | 2023–Present

- Built performance dashboards that improved KPI visibility and supported strategic growth decisions.
- Executed and optimized multi-channel digital marketing initiatives to increase engagement and conversion performance.
- Analyzed campaign and audience data to uncover growth opportunities and improve ROI efficiency.
- Partnered with founders and marketing teams to streamline reporting processes and accelerate execution speed.

LATAM Programs Manager | Microsoft | 2021–2023

- Led regional marketing programs across multiple LATAM markets within a matrix organization.
- Developed standardized reporting frameworks that improved cross-market performance tracking.
- Delivered actionable insights that supported revenue-driving partner initiatives.
- Improved campaign alignment and operational consistency across regions.

Ads Operations Specialist | Microsoft | 2021

- Optimized digital ad performance through real-time monitoring and data analysis.
- Identified performance gaps and implemented improvements to increase campaign efficiency.
- Delivered structured performance reporting to support executive-level decision-making.

Technical Producer | Microsoft | 2019–2021

- Delivered scalable web experiences across international markets with consistent quality standards.
- Improved cross-team collaboration between engineering, design, and marketing stakeholders.
- Ensured timely delivery of digital assets supporting global marketing initiatives.

Marketing Manager | Diamond Resorts | Whistler, BC | 2018–2019

- Supported promotional campaigns that increased guest engagement and brand visibility.
- Created structured monthly performance reports to improve marketing transparency.
- Contributed to team onboarding and operational efficiency in a fast-paced hospitality environment.

EDUCATION

Bachelor's Degree in Communication & Marketing – Universidad del Valle de México

Business Development Program

CORE SKILLS

Growth Marketing · Marketing Operations · Marketing Analytics · Campaign Optimization · Performance Reporting · KPI Tracking · Data Analysis · Cross-functional Collaboration