

Contact & Links

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16personalities: <https://www.16personalities.com/profile>
Behance https://www.behance.net/Haku_Fujiwara
Instagram https://www.instagram.com/haku_fujiwara/
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Certifications

- ✓ Growth para Startup by Platzi
- ✓ Design Thinking: by LinkedIn
- ✓ Inbound Marketing by HubSpot
- ✓ Effective communication strategies by Tec de Monterrey
- Working on Display by Google Ads
- Working on Búsqueda by Google Ads
- Working on Vídeo by Google Ads
- Working on Medición by Google Ads
- Working on Media Buying Professional by Meta

Tools

HubSpot CRM, Salesforce, Google Ads, Google Analytics, Google Tag Manager, Meta Ads, SEMRUSH, MOZ, WordPress, Webflow, Unbounce, Wix, Asana, Trello, MySQL, Power BI & Python.

Aptitudes

High Adaptability ◦ Breadth of Knowledge ◦ Planning ◦ Leadership ◦ Problem Solving ◦ Decision Making ◦ Effective Communication ◦ Customer Focus ◦ Sense of Urgency ◦ Quality Focus ◦ Inbound Marketing ◦ Growth Marketing ◦ Project Management ◦ eCommerce ◦ UX/UI ◦ Digital Marketing ◦ SEO & SEM ◦ Prompt Engineering

Education

- Universidad del Valle de México**
→ Licenciatura en Marketing (2019 - 2023).
- Universidad Tecnológica de México**
→ Licenciatura en Publicidad y Mercadotecnia Digital (2014).
- Centros de Estudios Tecnológico Industrial y de Servicios**
→ Técnico en Computación, Matemáticas e informática (2005 - 2008).

Languages

✓ English B2
Working on C1

My top five favorite books

- Make Time by Jake Knapp & John Zeratsky
- Atomic Habits by Clear James
- El Club de las 5 de la mañana by Robin Sharma
- Creatividad, S.A. by Ed Catmull
- Nunca pares by Phil Knight



Christopher López

Growth Marketing Manager

México City, CDMX

Extract

He is a creative math professional with over ten years of experience in digital marketing. He has led performance marketing campaigns on platforms like Google Ads, Meta Ads, and TikTok Ads, always driven by data to maximize results.

A key strength is his ability to influence and propose strategies from a big-picture perspective, ensuring marketing aligns with broader business goals. This approach helps him identify growth opportunities and streamline processes for greater impact.

He has collaborated with Proptech, Fintech, Marketing Agencies, and Educational Institutions, leading cross-functional teams to develop campaigns, manage budgets, and align creative assets with objectives.

His expertise includes CRM implementation and optimization, particularly with HubSpot, supporting marketing automation, loyalty programs, web development, e-commerce, and SEO. He also drives experimentation, testing new strategies to improve performance and extract insights.

By combining creative vision with analytical precision and business acumen, he consistently drives growth and delivers results for the brands he partners with.

Last Experience

Raven.Inc

Digital Growth Marketing Performance Analyst (Autonomy Freelance)

July 2024 - March 2026 (1+ Year) México City, México.

As a Media Buying Consultant and Performance Marketing specialist in Growth, I design, execute, and optimize results-driven digital campaigns. I integrate AI-Powered Ads to accelerate creative production, run multivariate testing, and optimize audiences and performance, maximizing ROI while achieving acquisition, conversion, and retention objectives. I have worked with brands such as Walmart Marketplace Chile, Now by Invex, Sanofi, and Opella.

Key responsibilities: media strategy and operations (Google, Meta, LinkedIn, TikTok), performance analysis and KPI optimization, experimentation/growth hacking, automation to improve efficiency and reduce CPA, and cross-functional collaboration with design, content, and technology teams.

Achievements: 70% CPA reduction for Invex Now; improved onboarding through Salesforce automations (+44.71% Open Rate, +184.66% CTR); implementation of advanced practices and audience strategies to strengthen funnels and overall performance.

Innocean Worldwide

Performance and Paid Media Project Manager (Continuous Improvement Manager)

October 2023 - March 2024 (6 months) México City, México.

As a Performance Marketing Process Consultant, I analyze, design, and optimize workflows to improve operational efficiency in digital campaigns. I focus on eliminating bottlenecks, standardizing execution, and enabling automation and continuous improvement across platforms such as Google Ads, Meta, and TikTok Ads. I have worked with brands such as Kia and Hyundai.

Key responsibilities: process mapping and analysis (launch, optimization, and reporting), workflow design and documentation including roles/tools, implementation of agile frameworks (Scrum/Kanban) to accelerate iteration and creative optimization, automation of reporting and operations (Looker Studio, Salesforce, Zapier, GA4, scripts, and AI), tracking integration and lead management (CRM, pixels, conversion events), team training and development of manuals/playbooks.

Monitoring and continuous improvement: KPI dashboards (CTR, ROAS, CAC, CPL), periodic process audits, and iterative adjustments based on data and team feedback.

Master Group

Consultant Growth Marketing Specialist (Autonomy Freelance)

February 2023 - July 2023 (6 months) México City, México.

I am an important part in the construction of an internal agency. I was in charge of selecting the personnel, establishing the work models, CRM implementation for the different clients, implementation of Artificial Intelligence tools for database management and the art area, agile model, ecommerce development in addition to optimizing the media buying with different internal clients, I proposed low cost marketing strategies for clients such as:

- Full Pass
- Barterluxe

HOW2

Consultant Media Buying, Trafficker

September 2022 - December 2022 (4 months) Mexico City, México.

I am the key person who directs the media buying area in HOW2, my main functions are focused on personnel management with the intention of reaching the objectives of the accounts we carry:

- Buy media in Google Ads, Meta, Instagram, LinkedIn
- Automation of Marketing processes
- Generation of qualified leads for marketing and sales.

Customers:

- SportCity
- Tramontina from Mexico

Goal achieved: We potentiated the growth of ecommerce sales for Tramontina by 35% in the first three months, in the same way we reduced acquisition costs by 10%

Prenda Móvil

Hyper Growth Marketing Manager

March 2022 - August 2022 (6 Months) México City, México.

I am the key person who directs the digital marketing area at Prenda Móvil, my main functions are focused on personnel management with the intention of reaching the company's objectives:

- Branding development
- Buy media in Google Ads, Meta, Instagram, LinkedIn
- CRM Implementation & Marketing Automation
- Implementer of SEO strategies
- Generation of qualified leads for marketing and sales.

Goal achieved: In the first month working I placed 50% more effort than in the previous months.

Tecnológico de Monterrey

Digital Marketing Coordinator

July 2021 - February 2022 (8 Months) Monterrey, México.

I collaborated as a key person for the implementation of measurement, communication and marketing strategies for the vice presidency, in the area of philanthropy for Mexico, as well as for the Tec de Monterrey Foundation in the United States.

Main tasks:

- Development and implementation of CRM+
- I supervise the implementation of growth strategies through Growth Hacking of donors.
- I generate the Lead Nurturing proposal for the prospect with Marketing Automation & Email marketing.
- Correction of databases.
- Implementation of measurement systems for social networks and web traffic.
- Implementation of dashboards with HubSpot.
- Mail proposals.

AlphaCredit

Tech Marketer Manager

August 2020 - July 2020 (1 Year) México City, México.

I implement the automation of Email + Push Notification + SMS.

Main tasks:

- Implementation of growth strategies through Growth Hacking.
- I generate the Lead Nurturing proposal for the prospect with Marketing Automation.
- We carry out the performance of the Nurturing campaigns.
- Reverse engineering study of each account.
- I optimize distribution channels and conversion points.
- Development and implementation of CRM+
- Marketing Automation.
- Email marketing.
- Season mailing.
- Implementation of dashboards with HubSpot.

Laureate International Universities

Marketing Automation Manager

July 2018 - June 2020 (2 Years) México City, México.

I coordinate the UVM internal team and the agency to maximize lead-generation performance, aligning Marketing and Sales through Inbound and Marketing Automation. I build and optimize HubSpot lead-nurturing flows triggered by user behavior across web, ads, and email, ensuring smooth data transfer with Salesforce. I monitor results, optimize channels and conversion points, and train the UVM team on best practices.

