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# Christopher López

Growth Marketing Manager

México City, CDMX

# 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 Profesional by Meta

# Tools

HubSpot CRM, Salesforce, Google Adwords, Google Analytics, Google

Tag Manager, Meta Ads, SEMRUSH, MOZ, WordPress, Webflow,

Unbounce, MySQL, Power BI & Python.

# Aptitudes

Planning, Leadership, Problem-solving, Decision-making, Effective communication, Customer focus, and quality focus. - Inbound Marketing, Growth Marketing, Project Management, eCommerce, UX/UI, Digital Marketing, SEO & SEM.

# 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



# Extract

I am a Creative *Math Man*, with more than four years of experience as a *Digital Marketing Manager*. In these years I have worked for different industries, in addition to the Startup sector such as PropTech, and Fintech. In the same way, I have had the opportunity to collaborate with various advertising agencies and the educational sector, at universities such as the UVM and the *Tec de Monterrey*.

In my previous experiences, my objective has been the implementation or optimization of CRMs like *HubSpot*. I have also implemented marketing strategies such as Marketing Automation, Loyalty Programs, Web Development, E-commerce, Organic Positioning, Branding, Media Purchase in Google Adwords, Meta Ads, LinkedIn Ads, and the development of creative, successful, and measurable marketing campaigns. I recently glimpsed the future, which is why I am learning *Python + R, AI + Neural Networks + Deep Learning*, and Machine Learning to improve data-driven decision-making.

# Most relevant experience

## **Tecnológico de Monterrey**

### **Digital Marketing Coordinator**

July 2021 - February 2022 (8 months) Monterrey, Nuevo León, México.

I collaborated as a key person for the implementation of measurement with HubSpot & 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.

## **AlphaCredit**

### **Tech Marketer Manager**

August 2020 - April 2021 (9 months) Mexico City, México.

I implement the automation of Email + Push Notification + SMS, with HubSpot.

## **Laureate International Universities**

### **Marketing Automation Manager**

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

My main task is to strategically coordinate between the UVM internal team and the agency to obtain maximum performance in our digital strategy for lead generation, aligning Marketing with sales within an Inbound and Marketing Automation methodology with HubSpot.

## **Liion Hybrid Marketing**

### **Sr. Inbound Marketing Specialist / Growth Hacker**

septiembre de 2017 - agosto de 2018 (1 año) México City.

I specialize in restructuring Inbound accounts, at technical and strategic. My role is to ensure that our clients get the most out of their digital strategy for lead generation, aligning Marketing with sales within an Inbound methodology with HubSpot.

