



K. Axel Hernández Aguilar

Performance Marketing Specialist | Paid Media & Growth

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4+ years | Trilingual

ES native · EN C1 · PT B2

\$664K USD managed (Meta Ads)

44K+ purchases generated

928K organic followers

PROFESSIONAL SUMMARY

Performance Marketing Specialist with 4+ years of experience designing and executing multi-channel campaigns across Meta Ads, Google Ads, TikTok Ads, LinkedIn Ads and Microsoft Ads. Proven track record managing \$664K+ USD in paid media investment with measurable ROI — including 44,000+ purchases at an average CPA of \$15 USD. Expertise in full-funnel strategy, conversion tracking (GTM, CAPI, GA4), SEO/GEO, marketing automation (n8n, ManyChat, HubSpot) and AI-powered workflows (Claude, ChatGPT, Gemini). Trilingual (Spanish native, English C1, Portuguese B2) with an entrepreneurial mindset backed by a Master's in Entrepreneurship & Innovation (UCA, 2026) and a degree in Business Administration (UNAM).

PROFESSIONAL EXPERIENCE

Espíritu Aventurero | Head of Digital Marketing

Oct 2022 – Present · Mexico City, Mexico (Remote from Spain)

- Lead all digital marketing strategy for a travel agency with 928K Facebook followers and 98.6K Instagram followers, managing a team of 3 (designer, content creator, community manager) plus external collaborators.
- Managed \$664K+ USD in Meta Ads investment (2024–2026), generating 44,108 purchases at avg. CPA of \$15.06 USD with ROAS target 4:1 — reaching 32.9M people and 576M impressions.
- Managed Google Ads campaigns: 708K clicks, 6,380 conversions at \$14.32 USD CPA; plus \$11K USD in Microsoft Ads (35.6K clicks, 371 conversions).
- Built advanced tracking infrastructure: Meta Pixel + CAPI, GTM, GA4, and Looker Studio dashboards for real-time KPI reporting.
- SEO strategy: 424K organic clicks and 30.5M impressions (GSC); implemented GEO for ChatGPT, Perplexity and Google SGE.
- Built automation workflows with n8n, ManyChat and Kommo CRM; integrated Claude, ChatGPT and Gemini into daily campaign workflows.
- Full e-commerce funnel management: 553K GA4 conversions and 149K unique users in tracked periods.
- Platforms managed: Meta Ads · Google Ads · TikTok Ads · Microsoft Ads · Pinterest Ads · LinkedIn Ads · Programmatic.

Lima Mía | Co-founder & Marketing Strategist

2022 – Present · Lima, Peru (Remote)

- Co-founded e-commerce store for natural wellness products achieving \$2.7K–\$4K USD monthly gross sales, 120–180 orders/month.
- Managed \$300–\$500 USD/month in multi-platform paid ads (Meta, Google, TikTok, Microsoft Ads) with full CPA/ROAS ownership.
- Built complete e-commerce stack: WooCommerce + WordPress, WhatsApp Business automation, and Mailchimp email sequences.

Smart Font S.L. (Iceberg / Creative Publishing) | Marketing Intern

Dec 2025 – May 2026 · Cádiz, Spain · 600 hours

- Designed and executed cold email marketing strategy for B2B editorial client acquisition (Iceberg + Boulevard de Libros divisions).
- Developed lead nurturing sequences; analyzed and optimized open rates and conversion rates across outbound campaigns.



Eurogru S.A. de C.V. | Marketing Assistant

Feb 2022 – Nov 2022 · Mexico City, Mexico

- Executed B2B digital campaigns (Google Ads, LinkedIn Ads, Meta Ads) for industrial heavy machinery targeting operations managers.
- Launched B2B email marketing in Mautic for client reactivation; organized executive webinars via Google Meet; produced corporate content with Adobe Suite.

Kallpasoft SAC | Community Manager & Digital Marketing

Mar 2021 – Sep 2021 · Lima, Peru (Remote)

- Managed Facebook Ads and Google Ads for SAP B1 software lead generation; implemented SEO and email marketing with Mailchimp.

ENTREPRENEURIAL PROJECTS

Azúl.com · EdTech wellness platform for remote workers · Founder · 2025–Present

Personalized workbook generated via Jungian archetype quiz (n8n + WooCommerce + OpenAI API). Print-on-demand fulfillment via Gelato (32 countries). Web live at azul.com. TFM — Universidad de Cádiz 2026.

Tag U Digital · Digital marketing agency · Co-founder · Lima, Peru · tagudigital.com

Boutique agency offering social media management, branding, web design, SEO and paid ads for Peruvian SMBs. Stack: Meta Ads · Google Ads · WordPress · Adobe Suite.

TECHNICAL SKILLS

Paid Media	Meta Ads · Google Ads (Search, Display, PMax, Video, Shopping) · TikTok Ads · LinkedIn Ads · Pinterest Ads · Microsoft Ads
Analytics	Google Analytics 4 · Google Tag Manager · Looker Studio · Google Search Console · Microsoft Clarity · SEMrush · Screaming Frog
Automation	n8n · ManyChat · Zapier · Mautic · Kommo CRM · HubSpot · Mailchimp · WordPress · WooCommerce · AWS
AI & Tools	Claude · ChatGPT · Gemini · Google AI Studio · Perplexity · Flowise · Make · Stitch · Loveable
Design	Adobe Premiere Pro · After Effects · Photoshop · Illustrator · InDesign · Canva · DJI Osmo Pocket 3
Strategy	Growth Marketing · Funnel Design · CRO · A/B Testing · CAPI · Lead Generation · Email Marketing B2B · SEO · GEO

EDUCATION

Universidad de Cádiz (UCA) | Master's in Entrepreneurship & Innovation

2025 – Jun 2026 · Cádiz, Spain

- TFM: Azúl.com — EdTech wellness platform with Jungian archetype-based product personalization.

UNAM — Universidad Nacional Autónoma de México | Bachelor's in Business Administration

2017 – 2022 · Mexico City, Mexico

- Marketing, finance, operations, international trade and organizational strategy.

Diploma in International Trade · UNAM · 2022

Diploma in Digital Marketing · Platzi · 2021–2022

Academic Exchange — Neuromarketing & Consumer Behavior · EAFIT Medellín · 2020

CERTIFICATIONS

Google Ads Search · Google Skillshop
Google Ads Display · Google Skillshop
Google Ads Video · Google Skillshop
Google Ads Shopping · Google Skillshop

Digital Marketing Certified · HubSpot Academy
Email Marketing Certified · HubSpot Academy
Inbound Certified · HubSpot Academy
English C1 Advanced 63/100 · EF SET · efset.org/cert/QautDS



LANGUAGES

Spanish

Native

English

C1 Advanced — EF SET 63/100
(Nov 2021)

Portuguese

B2 Conversational (Iberian market)

