



PORTFOLIO

Performance Marketing · Paid Media · Growth



AXEL HERNÁNDEZ

Digital Marketing Specialist

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KEY RESULTS — USD (@ \$17.46 MXN/USD)

\$664K USD

Meta Ads investment

44.1K

Purchases generated

928K

Organic followers

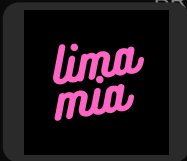
553K

GA4 conversions

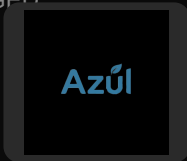
BRANDS MANAGED



Espiritu Aventurero



Lima Mia



Azul



Tag U



META ADS — ACCUMULATED RESULTS (2024–2026)

\$666K USD Total investment	44,108 Total purchases	\$15.06 USD Avg. CPA
32.9M Total reach	576M Impressions	\$0.09 USD Avg. CPC

ORGANIC SOCIAL MEDIA MANAGEMENT

928K Facebook followers	2.2M Content interactions	6.8M Link clicks (+519%)
4.4M Page visits (+100%)	98.6K Instagram followers	47.6K TikTok followers

GOOGLE ADS & MICROSOFT ADS

708K Google Ads clicks	6,380 Google conversions	\$14.32 USD Google Ads CPA
\$11.0K USD Microsoft Ads spend	35.6K Microsoft clicks	424K Organic SEO clicks

Stack: Meta Ads · Google Ads · Microsoft Ads · TikTok Ads · GA4 · GTM · Search Console · Looker Studio · n8n · ManyChat

LIMA MÍA — NATURAL WELLNESS E-COMMERCE

Co-founder & Marketing Strategist · Lima, Peru · 2022–Present
lima-mia.com

\$2.7K–\$4K USD Monthly gross sales	120–180 Monthly orders	\$300–\$500 USD Monthly ads spend
1,977 Instagram followers	2.5K Facebook followers	Forever Living Main brand

Stack: Meta Ads · Google Ads · TikTok Ads · Microsoft Ads · WooCommerce · WordPress · Mailchimp · n8n

EUROGRU S.A. DE C.V. — B2B INDUSTRIAL MARKETING

Marketing Assistant · Feb–Nov 2022 · Heavy machinery sector (Italian & French cranes)

- B2B email marketing strategy in Mautic for client reactivation from full database
- Google Ads, LinkedIn Ads & Meta Ads campaigns for B2B industrial lead generation
- Mass WhatsApp Business campaigns for direct contact with operations managers
- Free webinars for crane industry executives via Google Meet · SEO copywriting on corporate blog

SMART FONT S.L. — PUBLISHING (ICEBERG / CREATIVE PUBLISHING)

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

- Cold email marketing strategy for editorial client acquisition (Iceberg + Boulevard de Libros)
- Nurturing sequences and lead follow-up for B2B publishing clients
- Analysis and optimization of open rates and conversion rates across email campaigns

KALLPASOFT SAC — COMMUNITY MANAGER & DIGITAL MARKETING

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

- Facebook Ads & Google Ads campaigns for SAP B1 software lead generation
- Corporate blog SEO to position purchase-intent keywords in the ERP/SAP Peru sector

OWN PROJECTS — DIGITAL ENTREPRENEURSHIP



AZÚL.COM — EdTech Digital Wellness Platform

Founder · 2025–Present · azul.com

Wellness platform for remote workers with personalized workbook via Jungian archetype quiz

Funnel: n8n + WooCommerce + OpenAI API · Print on Demand: Gelato (32 countries) · UCA 2026 TFM



TAG U DIGITAL — Digital Marketing Agency

Co-founder · Lima, Peru · tagudigital.com

Social media management, branding, web design, SEO and ad campaigns for Peruvian clients

Active clients · Stack: Meta Ads · Google Ads · WordPress · Canva · Adobe Suite

SEO & DIGITAL ANALYTICS — ESPÍRITU AVENTURERO

30.5M

Search impressions

424K

Organic clicks

12.4

Avg. position

1.4%

Avg. CTR

553K

GA4 conversions

149K

Unique users

- Technical SEO with Screaming Frog: structure audits, speed optimization and crawl error fixes
- Keyword strategy with SEMrush + Google Search Console: ranking specific tours and destinations
- GEO (Generative Engine Optimization): content adapted for ChatGPT, Perplexity and Google SGE
- Pinterest SEO + WooCommerce integrated with Zapier · YouTube SEO with transactional keywords
- Own niche websites monetized with Amazon Affiliates & Walmart Affiliates (WordPress + WooCommerce)

TECH STACK & TOOLS

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 · Search Console · Microsoft Clarity · Screaming Frog · SEMrush

Automation
n8n · ManyChat · Zapier · Mautic · Kommo CRM · HubSpot · Mailchimp · AWS · WordPress · WooCommerce

AI Applied
Claude · ChatGPT · Gemini · Google AI Studio · Perplexity · Stitch · Loveable · Flowise · Make

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 · GEO

CERTIFICATIONS

Google	Google Ads Search — Skillshop	Google	Google Ads Display — Skillshop
Google	Google Ads Video — Skillshop	Google	Google Ads Shopping — Skillshop
Google	Advanced Google Analytics	Google	Google Tag Manager Fundamentals
HubSpot	Digital Marketing Certified	HubSpot	Email Marketing Certified
HubSpot	Inbound Certified	EF SET	English C1 Advanced — 63/100 · efset.org/cert/QautDS
Platzi	Meta Ads Advanced (Jan 2023)	Platzi	AI with ChatGPT, DALL-E & Hugging Face (Mar 2023)

EDUCATION & LANGUAGES

Master in Entrepreneurship & Innovation
Universidad de Cádiz (UCA) · 2025–2026

Bachelor in Business Administration (UNAM)
Universidad Nacional Autónoma de México · 2017–2022

Diploma in International Trade
UNAM · 2022

Diploma in Digital Marketing
Platzi · 2021–2022

Academic Exchange — Neuromarketing & Consumer Behavior
EAFIT Medellín · 2020

Spanish
Native

English
C1 Advanced — EF SET 63/100

Portuguese
B2 Conversational



CONTACT

Available for relocation in Spain · Active work permit (TIE valid)

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SPECIALTIES

Performance Marketing

Paid Media (Meta · Google · TikTok)

SEO / GEO

Growth Marketing

E-Commerce

Marketing Automation

Analytics & CRO

AI-Powered Marketing

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