

Alvaro Rivera BBM, PMP

Personal

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Profile

Certified Digital Marketer and Project Manager with 10+ years of experience in the Marketing industry. Skilled in translating data into actionable business strategies.

Languages

French Portuguese Spanish

Certifications

PMP - Project Management Professional
PMI - Project Management Institute

📅 2022

Digital Fundamentals, Programmatic 360
IAB - Interactive Advertising Bureau

📅 2020

Google Ads, Analytics, Tag Manager, Data Studio.
Google

📅 2019

Skills

Project Management, Trello, Asana, Slack.	SEO, Google Analytics, Search Console, Tag Manager.	Web Design and Management, HTML, CSS.
Google PPC, Facebook Ads, other social.	Lead Generation, Hubspot & Zoho CRM.	Data Analysis with Python, SQL, Tableau, Data Studio.

Achievements

- Coordinated in 2 years, the delivery of 160 websites for new franchise units worth \$9.6M total.
- Controlled Annual AdSpend for Nokia Latam by country, product, and campaign, worth \$5M.
- Strategized Ad Campaign that won the pitch for a confectionary brand worth \$1.3M in billings.

Work experience

Digital Marketing Specialist
Tutor Doctor

📅 04/2018 - 02/2020 📍 TORONTO

- Project coordinator in new website development www.tutordocor.com.au
- Analyzed and reported on Lead Generation programs for franchisees in Ontario, Alberta, & BC.
- Delivered SEO and PPC Analysis upon request from franchisees in Canada, USA, and UK.

Digital Marketing Specialist
Nahualli Folklore

📅 01/2017 - 10/2018 📍 VANCOUVER

- Migrated, redesigned and developed a brand new website, including logo redesign, in 2 weeks.
- Managed Google Ads campaigns, growing from 0 to 2 qualified leads/wk, during low season.
- Performed SEO revamp, lifting website ranking from 8th to 1st place in 9 key searches.

Social Media Specialist
Latincouver

📅 07/2015 - 05/2016 📍 VANCOUVER

- Developed Digital Strategy combining SEO and Social Media, growing website traffic by 10%.
- Managed Facebook, Twitter, Linked In, and Instagram accounts via Hootsuite.

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- Work experience**
- Managed Google Analytics reports and monitored engagement metrics on Social Media.

**Strategic Planning Director
Omnicom Media Group**

📅 07/2009 – 02/2015 📍 ECUADOR

- Performed as Pitch Team Leader for the local acquisition of new regional and global accounts.
- Led local implementation of a global data management platform for Campaign Optimization.
- Delivered Ad Investment monthly reports to corporate stakeholders.

**Regional Media Planner - Nokia Latam
OMD**

📅 01/2008 – 05/2009 📍 MIAMI, USA

- Planned regional TV and Digital campaigns in Latin America, \$250K each.
- Controlled budgets across Mexico, Venezuela, Colombia, Peru, Chile, and Argentina, \$5M total.
- Managed vendors relationships: Disney, ESPN, Discovery, Fox, Turner, and Warner TV Networks.

Volunteering

**Google Platform Officer
Digital Analytics Association**

📅 2021 – present 📍 TORONTO

- Implementation of settings in Google Analytics, Tag Manager, and Search Console.
- Participating in projects aimed to improve website analytics measurement for the DAA.

**Advisory Committee Member
Acces Employment - Digital Marketing Connections Program**

📅 2019 – present 📍 TORONTO

- Guide program development and curriculum and assist in program evaluation.
- Provide informed input as the program team plans new activities, policies and procedures.

**Strategy & Insights Director, Web Manager
American Marketing Association**

📅 2018 – 2020 📍 TORONTO

- Generated and updated dashboards of Social Media KPIs for the Board of Directors.
- Updated blog articles and events in the website calendar to boost results in organic searches.

Education

**Big Data Analytics | Certificate
York University**

📅 2019 – 2020 📍 TORONTO

- Introduction to Big Data.
- Basic Methods of Data Analytics.
- Provisioning Data for Analysis.

**Digital Marketing & Social Media | Certificate
BCIT - British Columbia Institute of Technology**

📅 2015 – 2016 📍 VANCOUVER

- Digital Marketing & Digital Branding.
- SEO, PPC, Social Media Marketing.
- Web Development and Design.

**Marketing & Business Mgmt. | BBM - Bachelor of Business Management
Universidad Casa Grande**

📅 2006 📍 ECUADOR

- Quantitative & Qualitative Research.
- Market Research for Consumer Insights.
- Marketing Strategy & Strategic Planning.