

NICOLÁS FERNÁNDEZ CASTAÑÓN

DIGITAL MARKETING SPECIALIST / GENERALIST

Buenos Aires, Argentina | +54 11 3014 8233 | nicolasfcastanon@gmail.com



Digital marketing professional with 10+ years of experience across the United States and Latin America, working across strategy, content, creative, paid media, marketing operations, analytics, CRM, automation and AI-assisted workflows. Hands-on from planning and production through measurement, optimization and iteration.

CORE CAPABILITIES

STRATEGY & CONTENT

Digital Marketing Strategy · Content Strategy · Creative Strategy · Social Media

OPERATIONS & AUTOMATION

Marketing Operations · HubSpot · CRM · Klaviyo · Zoho · WordPress · Marketing Workflows

PAID MEDIA & EXECUTION

Google Ads · Meta Ads · LinkedIn Ads · TikTok Ads · Google Local Services Ads · Graphic Design

ANALYTICS, CREATIVE & AI

GA4 · GTM · Meta Business Suite · Video · Adobe Creative Cloud · CorelDRAW · ChatGPT · Claude · Gemini · Prompt Engineering

EDUCATION & CERTIFICATIONS

- Bachelor's Degree in Advertising**
Universidad de Palermo (2006)
- Meta Certified Digital Marketing Associate**
Meta / Coursera (2023)
- Google Digital Marketing & E-commerce Certified**
University of Colorado Boulder (2024)

SELECTED TRAINING

- Claude Skills: Automating Business Workflows
- Share & Display Marketing
- Content Marketing Certified
- Advanced Google Ads
- Advanced Google Analytics
- Google AI Essentials Specialization

[Full course list on LinkedIn](#)

LANGUAGES

- Spanish** - Native
- English** - IELTS C1 (Proficient)
- Italian** - PLIDA B2 (Advanced)
- Portuguese** - Advanced
- French** - Conversational

SELECTED IMPACT

\$20K+ /MONTH

Paid media scale managed across Google Ads, LSA, Meta, Yelp and Angi at Mighty Dog Roofing.

10,000+

Followers added overnight through a strategic Facebook page consolidation initiative at AMOLCA.

10+ YEARS

Digital marketing experience across U.S. and Latin American organizations and markets.

RECENT EXPERIENCE

DIGITAL MARKETING SPECIALIST - MIGHTY DOG ROOFING

Greater Middlesex County, MA, USA | October 2025 - March 2026

- Managed over \$20,000/month in advertising spend across Google Ads, Google Local Services Ads, Meta, Yelp and Angi within a franchise environment.
- Improved traffic quality by identifying campaign configuration issues and strengthening conversion tracking through GA4 and Google Tag Manager.
- Connected campaign performance with creative effectiveness and lead quality to support optimization decisions.

Industry: Services (Franchise). REFERENCE: Stephanie Samour - +351 911 598 754

DIGITAL MARKETING SPECIALIST - THE SANTOS LAW OFFICES, P.A.

Miami, FL, USA | January 2025 - July 2025 (Fixed-Term Contract)

- Managed Google Local Services Ads and Meta campaigns while overseeing content planning, graphic design, scheduling and community management.
- Coordinated paid and organic marketing initiatives to increase local visibility and audience engagement.

Industry: Law Firm. REFERENCE: Carla Velasco - carlavelascog@gmail.com

PROFESSIONAL EXPERIENCE (Cont.)

DIRECTOR OF CREATIVE & MARKETING PROJECTS - KONECT360

Belleville, IL, USA | September 2023 - January 2025

- Led creative marketing initiatives while coordinating multidisciplinary teams across content, design and campaign execution.
- Aligned creative production with business objectives, growth priorities and stakeholder expectations to ensure brand consistency.

Industry: SaaS Startup. REFERENCE: Alfredo Mancera - +52 1 55 5454 0547

DIGITAL MARKETING SPECIALIST - MICHAEL MENDEZ, P.A.

Orlando, FL, USA | August 2023 - Present

- Managed Paid Media campaigns, content production, community management and performance reporting across Meta and Google.
- Directed video production with attorneys and repurposed long-form content into platform-specific short-form assets using structured editorial calendars.
- Analyzed campaign and content performance to deliver creative recommendations that improved reach, engagement, lead quality and conversion opportunities.

Industry: Law Firm. REFERENCE: Michael Mendez - michael@michaelmendezlaw.com

DIGITAL MARKETING SPECIALIST - GALAMEDIC

Lima, Peru | March 2017 - August 2024

- Led content strategy and Meta advertising across Facebook, Instagram, X and the corporate website, aligning campaigns with business goals and audience engagement objectives.
- Planned and coordinated recurring webinars and online events while managing creative production, content calendars and cross-functional collaboration.
- Monitored campaign and content performance to identify optimization opportunities and improve reach, engagement and lead generation.

Industry: Medical Aesthetic Company. REFERENCE: Maria del Mar Gaya - +51 994 092 122

DIGITAL MARKETING SPECIALIST - AMOLCA EDITORIAL

Lima, Peru | March 2016 - November 2021

- Managed Google Ads, Meta campaigns, content strategy and regional digital marketing initiatives for a medical publishing company operating across South America.
- Coordinated the rollout of HubSpot across five countries while working with cross-functional teams including CRM, Paid Media, Community Management and Design.
- Grew the Peruvian publishing community by more than 10,000 followers overnight through a strategic page consolidation initiative.

Industry: Medical Publisher. REFERENCE: Rafael A. Cortes - +51 994 092 096

DIGITAL MARKETING SPECIALIST - PASTEUR CLINIC

Neuquen, Argentina | January 2015 - March 2024

- Developed and executed the clinic's organic social media strategy for more than eight years, creating recurring educational content and coordinating remote video productions with healthcare professionals.
- Managed community engagement while maintaining clear, empathetic communication aligned with healthcare best practices.

Industry: Private Clinic. REFERENCE: Julio Grasso - +54 9 11 5578 0213

