

Fredy Hdz. Rauda

Digital Marketing Expert



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Summary

Digital Marketing Strategist with over a decade of experience developing campaigns for brands in digital environments. Specialized in technical and content SEO, online advertising, and B2C conversion strategies. Extensive experience in executing campaigns on Google Ads, Meta Ads, and Inbound Marketing, optimizing investment through advanced segmentation, remarketing, and analytics. Expert in web positioning, automation, and digital ecosystems designed to scale businesses. Proven leadership in multidisciplinary teams, aligning creativity, data, and technology to strengthen brands and drive impact. In this era of AI, creativity is the key to digital marketing strategy. I combine innovation and data-driven insights to turn information into results.

Experience

Bosch México

8 years 9 months

Digital Marketing Coordinator at boschenlinea.com

May 2021 - January 2025 (3 years 9 months)

As the lead for Bosch Mexico's B2C digital strategy, I collaborated on the launch and spearheaded the positioning of the new boschenlinea.com platform, achieving double-digit sales growth. I designed and executed advanced SEO strategies, boosting organic visibility across major search engines through expert use of Google Analytics 4 (GA4), Google Search Console, Semrush, and Google Keyword Planner.

I strategically managed digital media investments, maximizing ROI through targeted campaigns and compelling, conversion-focused content. I conducted in-depth metric analysis to optimize the sales funnel and enhance the user experience (UX), working closely with cross-functional teams to align business, technical, and creative objectives.

Digital Marketing Specialist

May 2016 - April 2021 (5 years)

Driving the eCommerce to perform sales in the Power tools division. Planner of the Digital Marketing strategy for Online Stores and responsible for special program for online partner's (OPP), such as Amazon, Mercado Libre, The Home Depot, Ferrepat, among others.

Activities: Google and Facebook Campaigns, SEO & SEM, online advertising, social media, data management, email marketing, update content and online customer service.

Tools: Adobe Creative Cloud, Magento, Google Adwords, Analytics, bitly, Meta Business Facebook and others about tracking and convert.

OCCMundial.com

6 years 5 months

Graphic Design & Marketing Digital Specialist

January 2014 - May 2016 (2 years 5 months)

Led digital marketing strategies at OCCPublicidad, focusing on lead generation and audience engagement. Managed performance-driven Google Ads campaigns, implemented inbound marketing strategies, and developed custom audience segmentation. Key projects include ExpoCity OCC (communication for 100+ companies), SEO/SEM optimization to boost organic traffic, and OCCEducación UX redesign. Successfully exceeded lead capture objectives for advertisers and significantly increased ROI for B2B events. Strong expertise in data-driven digital marketing and inbound strategies.

Communication and Graphic Design Specialist

January 2010 - December 2013 (4 years)

Responsible for client communications with a strong focus on sales and lead generation. Operated the HubSpot platform and was among the first to implement Inbound Marketing strategies in Mexico. Actively contributed to web design projects and supported the Marketing team in the optimization of SEO and SEM campaigns. Additionally, I created designs for promotional communications, digital campaigns, and merchandising materials, ensuring a consistent and engaging brand image across all touchpoints.

Freelancer - Creativo 80s

Graphic Designer and Web Designer

April 2008 - December 2009 (1 year 9 months)

Core Competencies Acquired:

- Web Design (AS2.0)
- HTML and CSS Development
- Google AdWords Campaign Management
- File Preparation for Prepress
- Design Project Management
- Resource and Budget Optimization
- Collaborated with various agencies and continue to undertake freelance projects that enhance my professional portfolio.

Delegación Azcapotzalco

Graphic design consultant - Social communication

May 2007 - December 2007 (8 months)

Throughout my career, my work received positive feedback from the "Delegación Azcapotzalco". As a result, I was engaged to contribute to governmental projects, focusing on the development of social assistance communication and providing expert advice on image and communication strategies.

Idees Gagner

Graphic Designer jr

November 2004 - October 2006 (2 years)

My first professional participation was within Idees Gagner as a social service and thanks to the work performance I managed to be hired.

I worked on projects such as: Advertising design, web design, editorial design, corporate image and illustration.

Education

ICONOS INSTITUTO

Master's Degree in Communication and Visual Languages · (2010 - 2013)

Universidad del Valle de México

Bachelor's Degree in Graphic Design · (2002 - 2006)

Core Skills

- E-commerce Optimization
- Digital Media
- Content Marketing
- SEO and SEM Strategy

Languages:

Spanish – Native Speaker

English – Conversational Proficiency