

Ing. Augusto Sémpero Lobo

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WORK EXPERIENCE

Chili Digital Agency, Panama City, Panama

May 2019 - Till the date

Digital Marketing Specialist

- Strategic planning, execution and project management of successful digital marketing campaigns
- Monitor and evaluate campaign performance, assess digital campaign trends, prepare and handle reporting / data analysis & identify growth opportunities.
- Generate creative ideas for campaign direction, artwork, and content.
- Account servicing Start-ups, Small and Medium Enterprises and Large Enterprise clients
- Conducting campaign analysis, market research and competitor analysis for clients
- Conducting Customer Profiling, Segmentation, & Modeling for our campaigns.
- Manage multiple digital marketing channels: SEO (Search Engine Optimization), SEM (Search Engine Marketing), SMM (Social Media Marketing), Display & Programmatic Advertising.
- Identify, evaluate and take actions to improve campaigns' effectiveness, efficiency and quality of service.
- Provide Fortnightly and Monthly conference calls with clients & agencies to review campaign performance.
- Manage and develop client & agencies relationships
- Drive strategic alignment in the digital ecosystem by curating and creating calendars & activation plans with input from all stakeholders. Responsible for mapping, implementation and governance of the consumer journey in the digital & data ecosystem for our company and clients (.com and apps).
- Digital Advertising Regulation and Compliance.

Latam Digital Marketing, Panama City, Panama

December 2017 - May 2019

International Digital Campaign Sr. Analyst

- Execute the digital marketing plan bringing to life the strategy in different platforms (e.g Google Ads,, Facebook, Instagram, LinkedIn, Waze, MediaMath, Twitter, Youtube)
- Generate creative ideas for campaign direction, artwork, and content
- Analyze and constantly optimize digital campaigns to achieve better results more efficiently.
- Reports development for internal/external results measurement. Point of contact with the team in Google and Facebook to develop, optimize and monitor the campaigns of the key accounts.
- Planning a variety of marketing campaigns for the organization with audience profiling.
- Ensuring all marketing campaigns are delivered on time and within budget.
- Project managing all campaigns from beginning to end ensuring they meet the target objectives.
- A/B Testing campaigns to trial new ideas for effectiveness.
- Reporting campaign results to senior management and explaining variances.
- Working to strict deadlines and KPI's as set by the Marketing Director.
- Reporting on campaign return on investment and making recommendations.

GOR / Partido Cambio Democratico Panama City, Panama

November 2013 - December 2017

Digital Marketing Head Coordinator

- Ensure all ROI of all digital advertisements campaigns (Google Ads, Facebook, Instagram, LinkedIn, Waze, MediaMath, Twitter, Youtube)
- Generate creative ideas for campaign direction, artwork, and content
- Define appropriate channels according to segments and products.
- Analysis and improvement of customer journey and sales funnel.
- Apply the SEO(Search Engine Optimization) to all websites and landing pages
- Digital Advertising Regulation and Compliance
- Implementation and management within the CRM (Customer Relationship Management 's)
- Managing social listening tools, content, user's feedback.
- Web development & Landing Pages

Copa Airlines Panama City, Panama

January 2010 - November 2013

Service Recovery Team Agent

- Worked under pressure using teamwork skills in order to offer a quality service to passengers at Copa Airlines along with the Service Recovery Team.
- Communicated effectively with unhappy customers to achieve a mutually positive outcome between the clients and the company.
- Applied logistics and booking system knowledge to successfully redirect and take care of customer's needs.

SKILLS & TOOLS

- Microsoft Office Professional
- Customer Relationship Management
- Social listening Tools
- Salesforce admin.
- Landing pages & Content Management Systems
- HTML5, PHP, CSS, MySQL
- Semrush, Alexa, Moz, ahrefs
- E-commerce
- E-Learning
- Facebook Business
- Google Ads
- Microsoft Ads
- Google Analytics & Inpage Analytics
- Google Tag Manager
- Google Tag Assistant
- Facebook Pixel helper
- UET tag helper
- Hubspot

- Youtube
- Agorapulse
- Big Data Ecosystem
- Tableau
- Power BI
- Google Data Studio
- Extract, Transform, and Load Process (ETL)

LANGUAGES

- Spanish - Native
- English - Full professional proficiency

IMMIGRATION STATUS

- Nationality - Panamanian
- Citizenship - Spanish

CERTIFICATIONS

Hootsuite

- Hootsuite Certified Professional

Google

- Google My Business Basics
- Waze Ads Fundamentals
- Google Analytics Individual Qualification.
- Google Ads Search Certification
- Google Ads Display Certification
- Google Ads Video Certification
- Google Shopping ads Certification
- Google Ads Measurement Certification

Microsoft

- Microsoft Advertising Certified Professional

IMS

- HTTPOOL Certification on EA
- HTTPOOL Certification on LG Smart TV 1st Edition

- Certification on LinkedIn v3
- Certification on Twitter v3
- HTTPPOOL Certification on EA
- HTTPPOOL Certification on Tripadvisor v1
- HTTPPOOL Certification on Twitch v1
- HTTPPOOL Certification on WARNER

Semrush

- SEO Fundamentals

Hubspot

- Hubspot Inbound Sales Certification
- Inbound Certified

Moodle

- Moodle Admin Basics Certificate

MAIN BRANDS I'VE WORKED WITH

Commercial & Politics*	Real Estate **	E-commerce ***
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New balance Porsche Mercedes-Benz Endress and Hauser Novey & Cochez Legrand Porsche Partido Cambio Democratico Jeep Ram Draeger Oxxo Phillips Gobierno de Panamá Universidad Interamericana Davivienda Banco Delta HD Zulay Rodriguez	Empresas Bern Grupo los pueblos Desarrollo Bahía Emporium Developers Habitats Realty Panamá Pacífico URBE CBRE Panamá Grupo Binian Grupo Provienda Haus Real Estate Mallol & Mallol Sucasa The Velopers Urbania Developer VerdeAzul Zoom Development	Pollo Campero Reebok Wingo Novey & Cochez Samsung Black & decker Nestle
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*Branding & Reach	** Lead Generation	***Customer Journey Optimization
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EDUCATION

ADEN University Panama City, Panama
Master of Science
Digital Marketing

Quality Leadership University / Data Science Institute Latam Panama City, Panama
Associate Degree of Science
Fundamentals Big Data & Business Analytics

University Catolica Santa Maria La Antigua, Panama City, Panama
Bachelor of Science in Engineering
Industrial Management Engineering

University of Louisville, Louisville, Kentucky
Associate Degree of Science
Digital Marketing

University of Louisville, Panama, Panama
Digital Marketing Seminar

Salesiano Hermano Garate School, Ciudad Real, Spain
Bachelor of Science in Engineering
Science and Technology with an emphasis on Electrical Engineering

EXTRAS COURSES

Server and Cloud Platform, USMA, Panama	2014
Crew Resource Management, Copa Airlines, Panama	2012
First Aid Course imparted by The Red Cross, Panama	2012
Client Service Academy I y II at Copa Airlines, Panama	2012

HONORS & AWARDS

Industrial leaders Prize. Association of Students of Industrial Engineering	2016
Panama National Winner of L'oreal Brandstorm	2015
Participation in Congress of Engineering and Technology COINTEC	2014
Student Forum: "Leadership: Transformation of Vision in Reality"	2013