



# José Eduardo Ruano

E-commerce and Digital Marketing Specialist - Shopify Partner.

📍 Guatemala City, Guatemala

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## Links

[LinkedIn](#)

## Languages

English (Fluent)

Spanish (Native)

## About

Bachelor's degree in Business Administration with experience designing and executing digital strategies, also knowledge of key technology platforms for business improvement. Experience in the e-commerce landscape and marketing.

### BRANDS WORKED WITH

BPO361

FUNDES

LDM

Rua Creative

## Experience

### ● Ecommerce Product Manager

Rua Creative | Apr 2020 - Now

Developing brand strategies, e-commerce stores, and marketing work for different brands.

Using my expertise as a consultant I help entrepreneurs and businesses get more presence in the digital space.

I have been responsible for building e-commerce stores from scratch using platforms such as Shopify, and WooCommerce, among others.

Increase followers on different social media accounts and manage their content strategy (Meta Ads, Google DV360);

Created automated digital customer service experiences inside websites (Zendesk, WhatsApp for Business, Facebook Messenger)

Shopify Partner since 2019

Some of the projects I've done lately are the following:

- tuwapro.com, With them I led the project of the design of the store from the beginning, working together with designers, an advertising agency, and the support team of the shipping and payment platforms I built the foundation of the store

- Pass, Rent-a-Car, I help them by creating different types of content for social media to bring awareness and clicks to their website.

- Digital Menu for the Italian Club in Guatemala, I help them get their restaurant offerings into a digital platform for easy access using QR codes in every club area.

- multinegociosgt.com, With them, I designed and built the landing page of the project using Custom Code and WordPress, connected Google Analytics API for better data management, and the creation of email service with their domain.

- Desarrollemosguate.com (currently offline), With them, I designed and built the landing page of the project using Carrd and connected Google Analytics API for better data management.

- petologypetshop.com, With them I led the project of the design of the store from the beginning, working together with the founder and team we designed a new sales channel for the company

### ● Account Analyst

LDM | Jun 2022 - Dec 2022

I joined LDM to focus on creating and analyzing strategies, and marketing work for the account CMI (Corporación Multi Inversiones) in Central America and the Caribbean. I was in charge of 10 brands specializing in consumer products.

I have been responsible for getting their digital campaigns up and running, presenting monthly reports to the client to see the performance of their content, evaluating KPIs, and crafting what's coming for the brand in the digital space while creating long-lasting relationships with digital design agencies and partners around the region.

Using my expertise as an analyst I helped the brands get more presence on social media, to gather data to create more specific and creative campaigns on different platforms such as Meta Ads, and Google (DV360)



and Youtube Ads), among others.

Additional to my role, I helped organize the platforms used on a daily basis inside LDM. Create a better dashboard using ClickUp to generate tickets for each activity and have a more organized way of work with the team.

Also worked alongside the Business Intelligence team to have a better understanding of the Google Data Studio dashboard to see metrics related to our work more automated and organized.



- **Business Consultant- Project: Fortalecimiento de habilidades de los aliados de CMI**

FUNDES | Nov 2021 - Dec 2021

Advise La Casa del Pollo small business owners (Aliados) for the duration of the project. Provide support in topics such as finance, inventory control, marketing, and e-commerce to carry out activities that will improve the development of their business in the short and long term.

- **Administrative Intern**

BPO361 | Aug 2019 - Oct 2019

Job valuation process through job descriptors, development of digital strategies for client companies and development of strategies for managing social networks.

## Education & Training

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2016 - 2019

- **Universidad Rafael Landívar**

Bachelor of Business Administration - BBA,

2003 - 2014

- **Liceo Guatemala**

Bachillerato en Ciencias y Letras/ Baccalauréat in Science & Literature,