Alejandro Castillo

alejandroxgt@hotmail.com / alejandroxgt@gmail.com

0054 911 5772 9108

Work Experience (Most recent first)

ComparaEnCasa: Head of Online Marketing (SEM/SEO) [Current]

Democratizing Car insurance is the name of the game. The goal is to provide top level insurance at the best cost the market can offer.

Owner of a budget of more than 400.000 USD/month for mostly, but not only, Paid Search, Paid Social, Programmatic Display, SEO and Video. Manage a team to coordinate channel/campaigns optimizations, creatives and marketing data (Sales, kpis and Analytics). Use Google Analytics and top of line BI Tools to improve the ROI of each campaign. Use of english as the form of communication between teams.

OLXAutos.com (former FCG): Online Marketing Lead for LATAM (SEM)

From second hand Cars buyers to the complete auto buy-sell cycle in LATAM (B2C, C2B, C2C), our goal is to be the source of everything related to the automobile industry in the years to come.

Owner of a budget of more than 700.000 USD/month (PreCovid) for Online Marketing (Google Search, Display, Videos and Facebook mainly). Manage a small team to coordinate channel/campaigns optimizations. Use Google Analytics to create new audiences for remarketing as well as provide information of our users for all areas of the company. Use of programmatic campaigns (Criteo) and Email Campaigns (Exponea). Use of english as the form of communication between teams.

RecargaPay.com: Regional Sr. Analyst for Online Marketing (SEM)

Making a former startup the next Big thing is the everyday task. RecargaPay is the Mobile Payments Platform & Wallet for Brazil.

Owner of a budget of more than 100.000 USD/month for Online Marketing. Use Bing Ads to create online campaigns for Microsoft Search Ads. - Use Facebook Ads to create online campaigns. - Leverage the performance of Google Adwords with Analytics - Use of B.I Software to make Forecasts, adjust budgets and have the best CPA per Campaign. - Make Forecasts, adjust budgets and improve the Campaign's performance. - Suggest changes for landings for a better performance. - Deeper understanding of SEM KPI's.

Q10 Marketing: Account Manager for Online Marketing (SEM)

Building a new company, a new team and a new Online Marketing Standard is a hard job, I'm in! As a Marketing Manager the responsibilities of making Great something good is part of the everyday job.

Account owner of more than 30 clients. - Use Google Adwords/Analytics to create online campaigns for Google Search/Display Ads. - Use Facebook Ads to create online campaigns for Numerous Clients. - Make Forecasts, adjust budgets to keep client's money in check. - Suggest changes for landings for a better performance. - Implementation of B.I tools (Qlickview, R) to make faster and better reports as for make statistical analysis.

Despegar.com: Regional Sr. Analyst for Online Marketing (SEM)

With the Despegar team our job is to expand the brand and make it a global standard for travel. Despegar is the leading travel agency in Latin America and the fourth worldwide. Our team responsibilities are based on optimizing Profit and maximizing Gross Booking based on online sales.

Previously in charge of Cruises and Travel Assistance, then Cars for LATAM and finally, Flights (Chile) Online campaigns, their budget and investment (Budget of ~1M$ for each product). - Use Google Adwords/Analytics to create online campaigns for Google Search/Display Ads. - Use Bing Ads to create online campaigns for Microsoft Search Ads. - Make Forecasts which can help us be one step ahead from our competitors. - Big Data Analysis for deeper consumer knowledge. - Suggest changes for landings for a better performance. - Deep understanding of SEM KPI's. -Train new Analyst for the growing team. -Improve Ads quality for a less expensive CPC.

Nielsen: Research analyst & client consulting

As part of the Innovation team, our goal is to leverage product/brand opportunities for our clients to provide them a much higher chance of success in the global/regional Market.

Business relationship with customers. - Recommend actions, perform analysis related to distributions, market share, sales analysis and price. - Optimization of products in market channel, facing interrelated variables, share, shelf space, pricing and category management.

SponteCorp: Analyst & model developer

A Small Company with a Big Future. Having a Math Team and a Programmers Team we provide solutions to Big and Small Companies all around the Country.

Probabilistic and statistic models for clients. In charge of validation of models to clients and supply more models that can adapt to the Clients need. (Head of Math team for PDVSA, Largest Oil Company in the country).

Personalized math teaching on high school and college students.

Calculus, and algebra coaching

Coding

Advanced at: R, SQL, Qlikview, Python.

Expert: DataStudio, Microsoft Office Tools, Excel, PowerPoint and Word.

Academics

Simón Bolívar University (USB): **Mathematics Bachelor's Degree**.

Buenos Aires University (UBA): **Statistical Mathematics Courses.**

Teacher of Advance Online Marketing at Coderhouse

Statistics Courses in USB

Introduction To Probabilities: A wide and profound vision into probabilities, random variables, probability functions, and generating functions.

Introduction to Stochastic Process: Poisson Process, Marcov Chains, Brownian motion, Martingale Theory.

Lebesgue integration: Lebesgue integrals, convergence: point to point, uniform, almost everywhere, distribution, and more.

Mathematical Statistics: Mathematical Models, family of models, parametric and non-parametric models.

Algorithm and structures I y II: Resolution of problems via algorithm and basic principles of programming.

Grade seminar: Completeness and uniqueness of the Johnson System in the third and fourth moment plane.

Statistics Courses in UBA

Probabilities and Statistics Theory: Deep understanding and introduction to a more broad family of distributions, Hypothesis Test and Confidence intervals.

Data Analysis: R Programming, Descriptive Statistics, Linear Models and Predictions.

Sampling: Simple Designs and Maximum Entropy Designs. Sampford, Rao- Cochran and Hartley methods. Cluster sample designs in one and two stages.

Online Courses

- Computing for Data Analysis (Johns Hopkins University)
- Statistical Inference (Johns Hopkins University)
- Social and Economic Networks: Models and Analysis (Stanford University)
- Analytic Combinatorics (Princeton University)

Extracurricular

- Crypto Enthusiast.
- President of the math students Centre USB, years 2009-2010.
- Multiple expos in College: InfoCarrera, Math Centre, USB Students,
- Language Lab Leader, years 2008-2009.
- Practiced Karate, Football/Soccer and Baseball on free time.
- StarCraft 2 Fanatic (Zerg)

Languages

English: Advanced

Spanish: Native

French: Basic.