

Alejandro Ortiz Otero

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PROFESSIONAL SUMMARY

SEO & Digital Marketing Leader with 10+ years of experience driving pipeline growth, performance marketing, and organic search strategy across financial services, retail, media, education, and real estate. Currently leading global SEO and performance campaigns at MSCI. Proven track record in marketing automation, campaign optimization, and analytics-driven decision making, with a growing focus on applying AI and automation to scale marketing operations.

CORE COMPETENCIES

SEO / SEM · Performance Marketing · Marketing Automation · Campaign Optimization · Lead Generation · Inbound Marketing · Conversion Rate Optimization (CRO) · A/B Testing · Marketing Analytics & Reporting · Customer Journey Mapping · Cross-Functional Leadership · Team Training & Enablement · AI-Driven Marketing Automation

PROFESSIONAL EXPERIENCE

Digital Performance Senior Associate

MSCI Inc., Monterrey, Mexico | July 2023 – Present

- Lead SEO and digital marketing campaigns for Index, Analytics, and Risk products across Americas and EMEA markets
- Own the end-to-end digital journey, from strategy development to execution, across organic search, email, paid media, and content channels
- Apply marketing automation and AI-assisted workflows to improve campaign efficiency and reporting

Direct Marketing Executive

OXXO, Monterrey | March 2021 – July 2023

- Led performance marketing and lifecycle campaigns across digital channels to drive customer retention and loyalty
- Achieved 100% year-over-year digital revenue growth through strategic CRO, segmentation, and A/B testing

Growth Manager

Epsilon Media Group, Monterrey | Sep 2017 – Feb 2021

- Oversaw growth strategy and execution, focusing on SEO/SEM, CRO, behavioral marketing, and UX
- Led full redesign of abcnoticias.mx mobile site, increasing traffic and ad revenue by 300%

Marketing Strategist (Contract)

CEDIM, Monterrey | Jan 2019 – Sep 2019

- Designed and implemented inbound marketing strategies using HubSpot and automated nurturing workflows
- Cut B2B lead response time from days to 30 minutes by automating workflows and CRM-integrated follow-ups

Marketing Coordinator

CIC.MX, Monterrey | Sep 2013 – Oct 2017

- Developed and optimized paid media strategies on Google Ads, Facebook Ads, and Twitter Ads
- Supported CRM implementation and trained internal teams on automation and reporting best practices

EDUCATION

Master's in Business Administration & Marketing — TecMilenio University, Monterrey (2024)

Bachelor in Finance Administration — Universidad del Norte, Monterrey (2012)

CERTIFICATIONS

Google Ads & Analytics Certifications · HubSpot Inbound Marketing & Email Automation · CXL Copywriting & Messaging Framework · Executive Leadership – IDEESA · LinkedIn Ads & B2B Campaign Strategy