

# SANTIAGO ALCUBIERRE

MARKETING STRATEGIST



## CONTACT

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## PROFILE

From the early days of SEO's emergence to today's AI-driven campaigns. I am a **lifelong learner** who is always looking for new challenges. I am a **team player** who is always willing to go the extra mile. I believe that I and everyone else have the potential to be successful, and I am passionate about **achieving goals together**.

## SKILLS

Email Marketing  
Landing Pages A/B Test  
Search Engine Optimization  
Sales Funnels  
Content Calendar  
Ai & Emerging Technologies  
Data Analysis & Interpretation  
Paid Advertising

## TOOLSET

Google Analytics, Trends  
WordPress / Elementor / Divi  
ConvertKit / Mailchimp / AC  
Canva, Photoshop, Illustrator  
Asana, Trello  
Business Facebook  
HubSpot, Salesforce

## EXPERIENCE

### AFFLATUS MEDIA | PROJECT & STRATEGIST MANAGER

- **Designing Success Stories:** Contributed to website design enhancements, ensuring each pixel told a story of success. Conducted in-depth SEO research, sent emails filled with potential, and orchestrated social media symphonies.
- **Guardian of Growth:** Managed the full spectrum of marketing activities, nurturing the growth of diverse clients.

### LEANGAP | HEAD OF MARKETING

- **Fueled Innovation:** Played a pivotal role in igniting the spark of innovation in the next generation.
- **Empowered Young Entrepreneurs:** Led marketing efforts at Leangap, a startup incubator, transforming the ideas of 40+ high-school students from 15+ countries into real-world startups
- **Mentorship and Knowledge Sharing:** Mentored all students in marketing strategies during the intensive 6-week summer program.

### CEMAER | HEAD OF MARKETING

- **Pioneering Renewable Education:** Co-founded CEMAER, an online startup dedicated to making renewable energy education accessible.
- **Building a Thriving Community:** Nurtured a vibrant community through strategic campaigns, creating a sense of belonging and purpose among our learners.
- **Words that Illuminate:** Authored over 3K articles as part of content marketing efforts, shedding light on the importance of renewable energy.