



Pato Acevedo

Digital Capability Solutions

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pato-acevedo.com

About Me

As a Marketing Manager with over 10 years of experience, I have successfully lead end-to-end campaigns. My expertise lies in leveraging digital marketing strategies to increase website traffic, drive downloads, and enhance revenue with data-driven insights. I'm recognized for actively monitoring and reporting marketing objectives, fostering effective internal communication.

With a practical and results-oriented approach, I am dedicated to making a meaningful impact in my next professional role and contributing as a key leader in any team. My background in digital design and UX allows me to better understand the day-to-day needs of marketing and design teams.

To see my full employment history please visit my site at pato-acevedo.com

Employment History

American Express / PAYBACK MX

Digital Marketing Manager

-Organized and analyzed data and digital marketing results.
-Performed in-depth data validation along with the global team.

Apr 2021 - Aug 2023
MEXICO CITY - BAVARIA, GERMANY

Marketing Senior Coordinator

-Developed SEO and ASO for the company digital products.
-Building UX for payback.mx site and app.

Nov 2017 - Apr 2021
MEXICO CITY - BAVARIA, GERMANY

Marketing Coordinator

-Started the payback.mx site project and app
-Q&A testing implementations.
Adobe Analytics insights.

Nov 2013 - Nov 2017
MEXICO CITY - BAVARIA, GERMANY

Achievements

These are a series of important milestones that had long term positive impact during my tenure at American Express/PAYBACK MX

-Improve page load time: Optimize images as well as catching techniques and minimize the use of unnecessary scripts or plugins to enhance page speed. Giving as a result 20 sec. loading time to an improvement of 3 sec.

-Enhance content relevance SEO and ASO: Ensure that the content on the website payback.mx were aligned with the expectations set by search engine results and their respective referring links. Working headlines, meta descriptions and keywords accurately reflect the content to attract the right audience. Increasing UV to payback.mx from monthly 2K to 300K and for PAYBACK app from 20k to 450k monthly UV.

-Improve User Experience (UX): Design a user-friendly interface with intuitive navigation, effective call-to-actions and easy to understand content layout. Optimize the mobile site responsiveness to cater mobile users effectively.

-Develop digital marketing strategies for gaining and redeem points at PAYBACK loyalty program focusing to the usage of points with digital card generating 175K coupons redeem, 600K UV to the app and reducing the logout from a 30% to a 15%.

Things I'm good at

Leadership / Creative problem solving / Teamwork dynamics / Proactive decision making / Conflict resolution / Adobe analytics / Digital Marketing / CMS / SEO / SEM / Adobe Analytics / Google analytics / Web 2.0 / Marketing Web DesignUX / Joomla / Email Mkt / Design and Marketing pipelines.

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Education

- EDUMAC - México 2008 - 2009
- Universidad Tecnológica de México 2004 - 2008

Courses

First Spirit CMS, Munich, Bavaria, Germany PAYBACK, DE
January 2013 — December 2014

A1 German Language, Goethe Institute, MX
January 2009 — June 2009

