

TOMAS MISRAHI

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PROFESSIONAL SUMMARY

Digital Marketing Specialist focused on performance and conversion channel optimization. Specialized in end-to-end email campaign management and advanced analytics. My technical background in Full Stack development facilitates the execution of tracking and CRO strategies to maximize ROI.

WORK EXPERIENCE

Digital Marketing Specialist | Peterson Solutions | May 2025 – Present

- Automated 20+ forms with CRM workflows for lead qualification and nurturing.
- Executed 30+ multi-channel marketing campaigns (Email, Google Ads, and Meta Ads).
- Maintained 3 WordPress websites with a focus on Conversion Rate Optimization (CRO).
- Generated 30+ performance reports for digital analysis and strategic decision-making.

WordPress Specialist | Squads Ventures | November 2024 – May 2025

- Managed and optimized 5 WordPress websites with a focus on organic growth.
- Developed 30+ high-converting landing pages across various CMS platforms using CRO best practices.
- Performed recurring technical audits focused on SEO, page performance, and security.

Digital & Business Analyst | J&J Group | November 2023 – November 2024

- Managed and optimized a corporate website, overseeing 10+ projects and 20+ published blog posts.
- Conducted regular technical audits focused on SEO, web performance, and security.
- Developed content strategies for organic growth across web and social media platforms.
- Analyzed GA4 and Search Console metrics to optimize organic search performance.

EDUCATION

Higher Technician in Web Design and Programming | Da Vinci | 2024 – 2025

Full Stack Development Program | Coderhouse | 2023 – 2024

Bachelor's Degree in Psychology (60% completed) | University of Buenos Aires | 2020 – 2023

Technical High School Diploma in Administrative Management | ORT | 2015 – 2019

SKILLS

Digital Marketing

- HubSpot - Mailchimp - Brevo - Apollo.io - Hunter.io
- SEO - CRO - GA4 - Google Ads - GSC - GTM - Looker Studio

Web Development

- PHP - JavaScript - React.js - Vue.js - HTML5 - CSS3 - SASS - Bootstrap - Tailwind
- WordPress - Framer - Webflow
- Node.js - Express - MySQL - MongoDB - Firebase

Graphic Design

- Adobe Photoshop - Adobe Illustrator - Canva - Figma - Google Gemini

ADDITIONAL INFORMATION

- Languages:** Spanish (Native), English (C1 - Advanced).
- Certifications:** Google Analytics, Google Ads Search, Google Ads Measurement, WordPress.
- Additional Experience:** Administrative Secretary (2022–2024) | Video Editor (2020–2023).