

Melchor Rodrigo Llavona Hinojosa

Resume

Feb 2023

Profile

Bicultural graduated with a Cum Laude recognition with 2 majors in USA. More than 13 years of experience in digital marketing, business consulting and tax aspects. Up-to-date in tech matters and with a great ability to learn and team work.

Employment History

Digital Marketing Consultant at Manufacturing Company

August 2022 — Today

- Design of digital marketing strategy in Google and Facebook for the company to sell directly to their end user. Increase in sales of 30% in the short term.

Research Manager at Tax Administration Service

March 2019 — July 2022

- Follow up to research requests to Public Registries of Property in different states in Mexico.
- Management of research inquiries to the CNBV.

Digital Marketing Manager at Government of the Municipality of Guadalupe

September 2018 — February 2019

Employment Agency (Project)

- Development of strategy so prospects could register at the agency. In 3 months, the base of prospects increased by 43%.

Athletic Institute (Project)

- Development of strategies to increase the enrollment in sport events and classes at the different gyms of the municipality. In 4 months, there was an increase of 33% in the number of prospects who sign up.

Digital Marketing Consultant

Transparency Commission of Nuevo León July 2018 — February 2019

- Design and cocreation of the website to adapt it to the new and most recent digital trends. As a result, the technical rationale for the project was put in place, improving the communication mechanisms with its end user.

Carnes Finas San Juan April 2018 — July 2018

- Develop the digital marketing strategy to increase online national sales. Through a CRM implementation, ended up reorganizing their digital marketing sales plan, radically improving the visibility of the online sales.

Why Agency January 2017 — March 2018

- Manager for 9 accounts, responsible of the sales process and customer service.
- Design of the digital marketing strategy, monthly results. Develop a customer service attention plan, that helped a high level of satisfaction of the managed accounts.

Details

Monterrey, Mexico, 8126804218

mrllavona86@gmail.com

Place of birth

Mexico, Nov. 1986

Nationality

Spanish/Mexican

Education

Masters Degree

Master in Fiscal Law

UERRE

2020 (In Process)

Grade: 98%

Bachelors Degree

Major in Business Administration

Major in International Business

Graceland University

2006-2009

GPA: 3.57/4.00 (90%)

Skills

Leadership

Self-taught

Adaptability

Results Oriented

Responsible

Team Work

Honesty

Hobbies

Soccer, Piano, Music, Movies, Padel, Running

Risk Process Analyst at Deloitte

October 2015 — July 2016

- Responsible for 10 accounts in matters of IT general controls, to help companies comply with regulatory standards.
- As a result, ended up acknowledging the degree of compliance and risks associated to each IT general control, outlining areas of improvement.

Digital Marketing Manager (Project) at BenefiClix

October 2014 — July 2015

- Entrepreneur; Founding Partner.
- Responsible of the development of the digital marketing plan. Partner in the technical rationale of the project with the purpose of obtaining funding.

Business Process Analyst at Ernst & Young (EY)

July 2012 — July 2014

- Company: CITROFRUT – Audit to 4 plants.
Participated in physical inventory and a freight audit to 4 plants of the company.
- Company: ABA SEGUROS – Process mapping.
Analyze and map the Call Center processes. Earned the confidence of the vice-president and ended up in charge to map the dealers service center processes.
- Company: METALSA – Segregation of duties analysis
Responsible to do the analysis to three subsidiaries of the group. As a result of the quality of my work, participated in the feasibility of the project to a hospital, which is a fourth subsidiary of the group.

Project Leader at Neoris

December 2009 — March 2012

- Responsible for the translation team of the e-learning area, made up of 30 translators, for the development of a curriculum for the Mexican School System.
- Develop a strategy based on quality, to assign the translation packets and to maintain the best translators on the team.
- Strategy for Dairy Product Derivatives valued in stock exchange markets.

Technologies

- Facebook Ads.
- Basis SAP.
- Mac OS.
- Office.
- CRM.
- Hootsuite.

Complementary Activities

Editorial Advisor Gadgets Section
El Norte Newspaper, 2016

Kybernus Collective, Active
Member
Tv Azteca, 2017

Internship

Fc Stone, Kansas City

Jun 2008 – Aug 2008

- Refinement of the CRM system for the Latin American Division.
- Development of the Sales Strategy for Dairy Product Derivatives valued in the stock exchange markets.