



# JORGE ADRIÁN PÉREZ RUANO

PPC Specialist | Google Ads & Digital Performance Marketing

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## Professional Summary / Perfil Profesional

Performance marketer with 7+ years of experience managing Google Ads and SEO for lead generation, B2B and local businesses. Strong analytical mindset and linguistic background applied to ad intent, keyword research and message optimization. Skilled in campaign strategy, automation and conversion tracking (GA4, Enhanced Conversions, Smart Bidding).

Complementary skills in WordPress development, Meta Ads, copywriting and branding. Trained in persuasion frameworks such as *Story Selling System by Happy* and *Product Launch Formula* by Jeff Walker & Luis Carlos Flores.

Currently learning and experimenting with **Go High Level** and automation funnels.

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## Core Skills / Habilidades Principales

### Avanzado / Advanced:

- Google Ads (Search, Performance Max, Display)
- Keyword Research & Ad Copywriting

### Intermedio / Intermediate:

- GA4 & Tag Manager
- Conversion Tracking / Enhanced Conversions
- Smart Bidding (Target CPA / Target ROAS)
- Landing Page Optimization & A/B Testing
- Reporting (Looker Studio / Sheets)
- Meta Ads / Email Marketing

- WordPress Design & Implementation
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## Experience / Experiencia

### Independent PPC Consultant | 2017–Present

Clients: [Aruma.com.mx](https://aruma.com.mx) / [RenaceTierra.com](https://renacetierra.com) / [Sociedad.Yogodin.com.mx](https://sociedad.yogodin.com.mx) / [Yogodin.com.mx](https://yogodin.com.mx)

- Developed brand identity, copywriting and UX for **Aruma.com.mx**, **Yogodin.com.mx**, and **Sociedad.Yogodin.com.mx**, integrating Meta Ads, basic email marketing and simple funnels.
  - Implemented GA4 tracking, Tag Manager events, and Enhanced Conversions setup.
  - Created brand, design and web presence for **RenaceTierra.com**.
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### Independent PPC Consultant | 2017–2019

Clients: [EstudiosAmbientales.com.mx](https://estudiosambientales.com.mx) / [Asbesto-Mexico.com.mx](https://asbesto-mexico.com.mx)

- Managed Google Ads campaigns with CTR consistently above **3%** in B2B industrial markets.
  - Increased lead volume by **50%** and reduced CPA by **20%** through combined Search + SEO strategy.
  - Optimized two websites competing for the same keywords, both ranking **on page 1 of Google**.
  - Implemented GA4 and Enhanced Conversions at an intermediate level.
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### Founder | Rocky Creativo | 2014–2017

Clients: <https://www.tecmaga.com.mx/> / <https://www.roble.com.mx/>

- Digital design and Google Ads agency.
  - Co-founded and managed creative projects focused on branding, SEO, and Ads for small businesses.
  - Worked with clients such as **Tecmaga.com.mx** and [Roble.com.mx](https://www.roble.com.mx/).
  - Agency closed in 2017 due to partnership ending (life happens).
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## Education & Certifications / Formación y Certificaciones

- Licenciatura en Lengua y Literatura Hispanoamericana — UNAM-FFyL (2005–2010)
  - Google Ads Search Certification — 2014 / renovación en progreso (2025)
  - GA4 Certification — en progreso
  - Product Launch Formula (Luis Carlos Flores & Jeff Walker) — 2021–2023
  - Story Selling Secret Society (Happy Community) — 2024–presente
  - Fast Track Launch Bootcamp (El Tiburón Digital) — 2025–presente
  - La Resistencia E-commerce Community (Miguel Ángel Cervantes, Chile) — 2025–presente
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## Languages

- Español (nativo)
- Inglés (B2+ fluido)

## Soft Skills / Habilidades Blandas

- Creative and solution-oriented thinking
- Autonomy and strong discipline
- Analytical curiosity and results-driven mindset
- Adaptability and empathetic communication

## Availability

Remote or hybrid.

Open to relocation to **Guadalajara** if the project requires it.

