

Santiago Mora

+34 651 445 804

+62 85190713989

santiago.mora.ge@gmail.com

linkedin.com/in/santiago-mora-ge

@growth_with_santi

Software

Claude	Klaviyo
Google Ads	Wordpress / Elementor
Meta Ads	Canva
Semrush	Search Console
Shopify	Zapier
GA4	Looker Studio
Screaming Frog	Notion
Tag Manager	Click-Up

Education

Artificial Intelligence & Innovation
Online Master

Founderz & Microsoft

March 2024 - Dec 2025

Digital Marketing Bootcamp | +480 hours

The Bridge | Digital talent
accelerator

March - July 2023

Performance Marketing: SEO, SEM, social
ads, email marketing, CRO.

Marketing Automation: Funnels and lead
generation, email workflows. Hubspot.

Marketing Analytics: Google Analytics.
Looker Studio and Tableau.

Double Bachelor Degree in Business
Administration and Management and
Marketing

Rey Juan Carlos University

2013 - 2018

Languages

Spanish:	Native.
English:	Proficient.
Chinese:	Elementary.

Out of the office

- Embarked on an enriching **solo journey** through **Latin America**.
- Engaged in a **yoga** and meditation retreat in **India**.
- Participated in a **volunteer program** as an english teacher in **Vietnam**.
- Did a **cooking** course in **Cusco, Peru**.

Digital Marketing professional, dedicated to enhancing online presence and achieving tangible results through **data-driven** strategies and **experimentation**.

Work Experience

Self Employed - Growth with Santi

May 2022 – Present

Remote Consultancy

- Manage an average portfolio of **10+ active monthly clients**, delivering fractional CMO services, SEO strategies, and paid media campaign management.
- Executed **30+ end-to-end** technical projects, including full website developments, comprehensive SEO audits, and custom CRM integrations.
- Deliver **corporate workshops and tailored mentorship** for startups, entrepreneurs, and internal teams to modernize their marketing capabilities.
- Produce educational **digital marketing and AI content** across social media channels, building a **personal brand** with an audience of **10K+ followers**.

Fractional Growth Manager - TITIN Olive Oil

Sep 2024 – Present

Boston, United States (Remote) Retail - F&B

- Developed **B2C/B2B growth strategy** for a premium olive oil brand, generating \$100K+ revenue in the first 6 months.
- Managed **Shopify and Klaviyo** end-to-end, optimizing product pages and automated email flows to drive 30% of total sales.
- Scaled SEO to 100K+ monthly impressions and 700+ sessions without ad spend, structuring content to secure high visibility and citations across major LLMs.
- Helped design the **GTM and brand awareness strategy** that enabled retail distribution across 100+ stores in Boston and recently expanded into California.

Growth Lead - Topline

Aug 2024 – Sep 2025

Charleston, United States (Remote) SaaS - Consultancy

- Led a **team** of account managers, driving **strategy** and execution across multiple digital marketing channels.
- Managed all **key accounts**, ensuring top-tier client satisfaction and long-term growth.
- Oversaw **\$400K+** in monthly **ad spend**, optimizing campaigns for efficiency and performance.
- Lowered internal CPAs by 50% across **Meta** and **Google Ads**.
- Reduced churn by 8% implementing new strategies to improve client retention.

Account Growth Manager - Topline

Apr 2024 – Aug 2024

- Develop and maintain **strong relationships** with clients, understanding their **business goals**, and providing **strategic** guidance.
- Lead** and **coordinate** digital marketing projects across multiple channels, including **SEO, Paid Media, Automation, CRM, Web Design, and CRO**.
- Implement** and optimize **CRM** systems for clients.
- Develop **project** plans, set **timelines**, and allocate resources **efficiently**.
- Execute **marketing campaigns**, including content creation, SEO, paid media, and email automation workflows.
- Generate **detailed reports** to track **KPIs**, measure success, and present dashboards to clients.

Growth Marketing Manager - Fittery

June 2023 – May 2024

Amsterdam, The Netherlands (Hybrid) Software - Marketplace

- Developed and executed the start-up **growth strategy**.
- Designed and implemented conversion-focused **funnels** to enhance **user journey** visibility, leading to improved user engagement and conversion rates.
- Managing and optimizing marketing channels, including **SEO, social media, paid advertising, email marketing** and **influencers**.

Digital Marketing Teacher - The Bridge

Sep 2023 – May 2024

Bilbao, Spain (Remote) Tech - Education

- Delivered 1:1 **tutoring and mentorship**, troubleshooting software tools to guide students through real-world digital marketing projects.
- Conducted specialized practical workshops on marketing automation and campaign execution.