

YANDRE GALINDO TENORIO

Growth & Digital Strategy Professional

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PROFILE

Growth & Digital Strategy Professional with 18+ years of experience focused on acquisition, scalability, and sustainable growth.

I design and operate digital ecosystems that integrate content, performance, data, and technology to generate measurable impact on audience growth, conversion, and revenue.

Specialized in:

- organic growth and acquisition.
- SEO positioning and performance marketing.
- audience development and content ecosystems.
- CAC, CPL, and conversion funnel optimization.
- operational scalability through automation and AI.

My approach combines strategic vision with multidisciplinary execution, connecting business, technology, and content to build sustainable long-term growth.

PROFESSIONAL EXPERIENCE

Emeritus LATAM | Senior Performance Marketing Specialist | 2021–2026

EdTech · LATAM

- Managed >USD 2M annually in performance marketing for executive education and contributed to >USD 1.3M in quarterly revenue.
- Reduced average CPL by 55% (USD 50 → USD 22.5), with 60% of leads concentrated in high-quality profiles.
- Managed CAC equivalent to 3%–45% of revenue and advertising returns of up to 33× through funnel optimization, pacing, lifecycle, and retargeting.

CineMedios.com | Senior SEO & Web Content Manager | Independent Project | 2012–Present

Media · entertainment · technology

- Scaled the media platform to >1.5M monthly organic pageviews, >300K social community and >20M organic reach through editorial strategy, SEO/GEO, and distribution.
- Turned content, community, and technology into a business asset through collaborations with Disney, Universal, Warner Bros., Paramount, Sony, Netflix, Electronic Arts, Ubisoft, and other brands.

Gamers Retail / GameXpress | Digital Marketing Coordinator | 2019–2020

Gaming retail

- Managed a community of >900K and campaigns with CTR >8% and engagement >4%, coordinating performance, content, and creative production with commercial teams.

Boutique de Ideas | Digital Marketing Manager | 2017–2019

Digital agency

- Led digital marketing, inbound, SEO/SEM, paid media, and web development strategy; contributed to B2B deals with CONQUE, Instituto Mexicano de Psicoterapia de Arte, and Industrias Sola Basic.

EDUCATION

Master's in Coding, Programming & Web Development, DEV.F (2022–2023) | **MBA**, UNITEC (2014–2016) | **B.A. in Communication Sciences**, UNAM (2005–2010)

CORE COMPETENCIES

Growth Strategy · Performance Marketing · Paid Media · CAC/LTV · Funnel Optimization · MQL/SQL · SEO/GEO/AEO · Technical SEO · Schema Markup · Indexation · Core Web Vitals · Site Architecture · Analytics · Revenue & Monetization · Marketing Automation · Team Leadership

CERTIFICATIONS, TOOLS & LANGUAGES

Certifications: AI Executive, ISDI (2025) · Digital Transformation, MIT (2023) · eCommerce Activation Program, ISDI (2020)

Tools: Meta Ads · Google Ads · GA4 · Search Console · Looker Studio · AppsFlyer · WordPress · Make · n8n · ChatGPT · Gemini

Languages: Spanish: Native · **English: C2** · **French:** Comprehension