

# Eduardo Cortez

## BUSINESS PORTFOLIO

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## INTRODUCTION

Eduardo Cortez is a seasoned digital marketing expert with over 10 years of hands-on experience. With an educational background in Engineering combined with a solid career in Digital Marketing and Media, Eduardo offers a blend of technical skills, leadership prowess, and a commitment to driving business growth through innovative marketing strategies.

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## Key Achievements & Experience

- **KPI Strategy Building & CMO Management:**  
**Company:** Tomahawk Labs (United Wholesale Mortgage partner in mortgage lead generation)  
**Project:** New brand launch, including branding, website, lead gen and trade show  
**URL:** [www.tomahawklabs.com/](http://www.tomahawklabs.com/)  
**Tech Stack:** HubSpot, Google Ads, Meta Ads, Bucket.io, Google Analytics 4
  - Crafted foundational corporate marketing materials, encompassing website content, presentations, and lead generation lists.
  - Strategized and executed paid media campaigns to attract mortgage leads to our clients.
  - Designed initial KPI strategies
  - Acted as the CMO for brand launch, aligning marketing initiatives with business goals.
- **Digital Funnel Automation & Email Marketing:**  
**Company:** Search Optics (eproduct in the insurance digital marketing niche)  
**Project:** Digital Insurance Broker  
**URL:** [www.corretorsegurosdigital.com.br](http://www.corretorsegurosdigital.com.br)  
**Tech Stack:** Wordpress, ActiveCampaign, Google Analytics 4, Google Ads, Meta Ads
  - Designed digital funnels that grew revenue from \$0 to over \$2 million, winning a Double Comma Club Award from Hotmart
  - Executed Product Launch Methodology (Jeff Walker) with 14 launches in 3 years
  - Orchestrated email campaigns with above-average open rates.
- **SEM:**  
**Company:** Cloud Theory (an Advance Local Media subsidiary)  
**Project:** Southern California Ford Dealer Association  
**URL:** [www.socalford.com](http://www.socalford.com)  
**Tech Stack:** SEMrush, Google Ads, Google Analytics 4, OpenAI GPT 4, Google Sheets
  - Managed SEM campaigns with high ROI.
  - Managed omnichannel campaigns with a \$400k monthly budget on PMAx, Discovery, Youtube

- **SEO & Local SEO Citation Management:**  
**Company:** Search Optics (agency)  
**Project:** Saga Motors  
**URL:** [www.gruposaga.com.br](http://www.gruposaga.com.br)  
**Tech Stack:** SE Ranking, SEO Powersuite, Google Search Console, Facebook Ads, Jasper
  - Ranked #1 organically for highly competitive local keywords
  - Coordinated content creation and link building
  
- **Social Media, Video & Blog Marketing:**  
**Company:** Search Optics (agency)  
**Project:** Chevy Chicago Social Media Management  
**URL:** [www.chevychicago.com](http://www.chevychicago.com)  
**Tech Stack:** Meta Ads, Facebook, Instagram, Google Analytics 4
  - Developed social media campaigns that grew followers by 250%.
  - Spearheaded YouTube and Facebook video strategies achieving over a million views per month.
  
- **Analytics, Tracking & Reporting:**  
**Company:** Search Optics (agency)  
**Project:** Toyota Parts & Service Tier 3 Program  
**URL:** <https://www.tddsprogram.com/PartsAndService>  
**Tech Stack:** Google Analytics 4, Google Tag Manager, Google Ads, Google Looker Studio
  - Developed standard operation procedures for SEM campaigns.
  - Created consolidated reporting in an easy-to-understand scorecard dashboard

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## Qualifications

**Educational Background:** Electrical Engineer, MBA in Marketing

**Language Proficiency:** Trilingual proficiency in English, Portuguese and Spanish.

**Digital Agency Experience:** Over 8 years of agency experience, delivering results for clients across industries.

## Soft Skills

**Self-awareness & Accountability:** Demonstrated through consistent results.

**Communication Skills:** Speaker at international conferences, and host of the largest YouTube Channel on Digital Marketing for Insurance. Proven relationships with clients, stakeholders, and teams.

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