

FRANCISCO OROPEZA

Digital Business Analyst | E-commerce, Data & Growth

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PROFESSIONAL PROFILE

Digital Business Analyst with more than 10 years of experience in digital marketing, e-commerce, analytics and technology. Combines business vision, creative judgment and technical skills to manage complete digital ecosystems, including SEO/GEO, performance campaigns, email marketing, automation, web administration, KPI dashboards and support for high-traffic platforms. Experience in official gaming, education, e-commerce, real estate, media and public organizations. Focused on growth, operational efficiency and data-driven decision making.

CORE SKILLS

Digital marketing and growth: SEO/GEO, SEM, Meta Ads, Google Ads, Email Marketing, CRO, campaign planning, performance marketing.

Data and analytics: Python, SQL, GA4, Looker Studio, interactive dashboards, executive reporting, user and KPI analysis.

E-commerce and platforms: WordPress, WooCommerce, digital catalog management, promotions, coupons, push notifications, AdServer, Google Maps and retail support.

Technology: JavaScript, HTML/CSS, Linux/VPS, process automation, API integration, web administration.

Content and design: UX/UI, Adobe Creative Suite, audiovisual production, digital asset design.

PROFESSIONAL EXPERIENCE

Digital Business Analyst | Lotería de Salta | Mar 2025 - Present | Hybrid | Salta, Argentina

- Lead digital marketing, SEO/GEO, content, social media and email marketing initiatives for the Lotería de Salta Online digital ecosystem.
- Support research, positioning and execution of marketing plans for digital lottery products and online services.
- Build interactive dashboards and executive reports to monitor acquisition, conversion, user behavior and business performance KPIs.
- Automate reporting, data extraction and content updates using Python, APIs and web tools.

Marketing Manager | ISICANA | Nov 2024 - Mar 2025 | On-site | Salta, Argentina

- Designed and executed institutional strategies for lead generation, student acquisition and brand strengthening.
- Optimized digital communication channels, content and campaigns to improve visibility, loyalty and performance.
- Coordinated communication pieces, messages and actions aligned with academic and commercial goals.

Digital Marketing / E-commerce Web Administrator | Cosechalibre | Jun 2022 - Feb 2025 | Remote | Argentina

- Managed the web operation of a WooCommerce platform, including technical maintenance, product catalog, stock, promotions and coupons.
- Coordinated digital actions for CyberMonday, Hot Sale and commercial campaigns, including AdServer banners, push notifications and SEO improvements.
- Implemented technical and content optimizations to improve navigation, product updates and commercial performance.
- Collaborated on server management and web support to keep the e-commerce operation running.

Digital Marketing Analyst and Account Executive | Vatio | Jun 2020 - Nov 2023 | On-site | Salta, Argentina

- Managed real estate accounts, combining client service, collections, payment administration and commercial follow-up.
- Planned content calendars, email marketing campaigns and Meta Ads and Google Ads campaigns for real estate clients.
- Developed corporate websites and multimedia content for properties, including video recording and editing.

Electoral Technical Assistant | Electoral Court of the Province of Salta | May 2015 - May 2025 | On-site | Salta, Argentina

- Provided technical support during provincial electoral processes, focused on infrastructure, operations and secure data transmission.

Teaching Assistant - Advertising Communication | UCASAL | Sep 2023 - Mar 2025 | On-site | Salta, Argentina

- Supported class planning, practical exercises and student guidance in the development of advertising campaigns.
- Collaborated in teaching activities related to creativity, strategy, communication and content production.

ICT Coordinator | Ministry of Education, Science and Technology of Salta | Jul 2021 - Dec 2021 | Salta, Argentina

- Managed official communication channels and technical support in IT and communications to ensure institutional service continuity.

Additional experience: Social Media Manager at Canal 2 from Jujuy (2019-2020); Video Editor at Multivisión Federal (2018-2019); Community Manager at Cine Ópera (2017-2018); freelance web design, graphic design and content creation (2012-2024).

FORMAL EDUCATION

Bachelor's Degree in Advertising | UCASAL | 2014 - 2019

Technical Degree in Visual Arts, Comic Art specialization | Centro Polivalente de Arte No. 5092 | 2007 - 2014

CERTIFICATIONS AND CONTINUOUS TRAINING

Data, Programming and Technology

- Python 3 - Beginner Level | UTN Buenos Aires | Apr 2026
- Marketing Analytics: Data Science and Business Intelligence | University of Buenos Aires | Sep 2022
- JavaScript | Coderhouse | Jul 2021
- Web Development | Coderhouse | May 2021

Digital Marketing, UX and Growth

- SEO and GEO: From Metrics to Success in Web Traffic | Coderhouse | Apr 2026
- Foundations of User Experience (UX) Design | Coursera | Jun 2023
- Growth Marketing | Coderhouse | May 2022
- Introduction to Digital Marketing | UCASAL | May 2022
- Driving Web Traffic: SEO, SEM, Adwords, Email Marketing | UTN FRBA | Nov 2017
- Community Manager Certificate | Mariano Moreno Instituto Superior | Mar 2018

Languages

- Business English B2 | UCASAL | Oct 2021