

Gonzalo Téllez Lazo

Product Marketing & Digital Experiences

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01 PROFILE

I work in the stretch where a launch succeeds or fails: between what a brand puts on the market and what its customers actually adopt. I come from marketing and communications, and over more than ten years I added brand strategy, product design and data analysis. I find out what the business needs, bring the teams together, design the experience and measure what happened next.

10+

years across advertising, brand, product and data

+70%

more visits to the El Brujo Archaeological Complex

500+

entrepreneurs benefited in Sechura

+85%

digital conversion rate for a real estate developer

02 CAPABILITIES

Launch and go-to-market

Positioning, value proposition and messaging, launch plans and content strategy.

Demand, paid media and budget

Meta Ads, Google Ads and TikTok Ads, annual media budgets and campaign reporting.

Analytics, data and measurement

GA4 and Google Tag Manager with e-commerce, CRM tied to sales, Hotjar, Mixpanel and advanced Excel.

Product, design and development

UX research, usability testing, Figma, prototyping, design systems and web development.

03 EXPERIENCE

Garez Co. Product, brand and digital experiences studio

Hybrid

Product Marketer

Feb 2024 - present

Batan, a creative agency specialized in food and gastronomy, and its client Fideos El Triunfo

- ▶ Led the creation of their bilingual design systems, including design tokens, classes, components, accessibility, voice and tone, and CMS handoff.
- ▶ Designed and built both websites, with custom components and features such as scroll animations.
- ▶ Restructured the brand messaging, optimized the visual guidelines for digital channels and prototyped the multimedia concept.
- ▶ Created transactional emails following each brand's identity guidelines.

Peruvian Restaurant Guide, Proyectos El Álamo, Dolce Capriccio and Arthur Labs, depending on each project's goals

- ▶ Managed paid media campaigns on Meta Ads and TikTok Ads.
- ▶ Coordinated creative teams for content production and delivery.
- ▶ Integrated the CRM with the database and sales channels.
- ▶ Implemented e-commerce funnel tracking with Google Tag Manager and GA4.
- ▶ Planned strategic and brand communications.

03 EXPERIENCE

- **Mathé** Marketing and advertising agency On-site

Senior Digital Marketing Specialist Jun 2024 - Nov 2024

 - ▶ Coordinated and analyzed brand equity and performance campaigns for STIHL, Liderman, A Movernos and Linares.
 - ▶ Managed digital media and campaign reporting for the accounts.
- **Krenova** Digital agency Hybrid

Digital Strategy & UX Advisor Jul 2021 - Jan 2024

 - ▶ Led a team of 6 in digital strategy, branding and paid media for Grupo RPP, SGS, HBK Happy Store, CTC Consulting, KSS Canada, Costa Sur and Enel.
 - ▶ Managed the accounts' annual digital media budget, running campaigns on Meta Ads and Google Ads.
 - ▶ Advised clients on UX and the digital experience of their websites, from audit to improvement proposals.

Creative Producer Aug 2019 - Jan 2024

 - ▶ Produced campaigns and content for clients, coordinating accounts, design and audiovisual teams.
- **TELUS International** Confidential Google programs Remote

AI Quality Rater Apr 2023 - Nov 2023

 - ▶ Evaluated AI-driven products for usefulness, accuracy and relevance.
 - ▶ Proposed improvements to generative AI models for marketing.
- **Ayuda en Acción** Sechura Recupera project Hybrid

Design and Communications Consultant Mar 2022 - Dec 2022

 - ▶ Researched sustainability and accessibility to design products for 500+ entrepreneurs in Sechura Bay.
 - ▶ Designed the educational materials for a program that recorded a 50% increase in local business activity and helped 6,000+ children overcome anemia during a national crisis.
 - ▶ Coordinated a team of 4.
- **Paradero** Marketing, communications and training consultancy On-site

Digital Media Manager Sep 2018 - Oct 2019

 - ▶ Led content and paid media for the dessert brand San Roque, refreshing its tradition with a modern twist.
 - ▶ Developed Paradero's rebranding and marketing strategy, unified its guidelines across business units and trained teams in mindset, Agile and Design Thinking.
 - ▶ Coordinated a team of 2 and managed the annual media budget.
- **Webtilia** Digital agency On-site

Content Manager Aug 2017 - Jul 2018

 - ▶ Accounts: SKF LATAM and USA, Aceros Arequipa, Scool Peru, Interbank, Sumaq Hotel, Elite, El Brujo and Manpower.
 - ▶ Connected SKF's community across the Americas with social content and ATL and BTL campaigns in Spanish, English and Portuguese for several countries.
 - ▶ At El Brujo, content and paid media supported the complex's record-breaking visitor numbers.

Community Manager Jul 2016 - Aug 2017
- **Earlier**

Fokus
Creative Copywriter
Dec 2015 - Aug 2016

Crea Inventiva
Media Producer
May 2015 - Dec 2015

Leo Design Institute
Marketing internship
Feb 2014 - Mar 2015

04 SAMPLE PROJECTS

Sechura Recupera

Ayuda en Acción, 2022

Program for entrepreneurs in Sechura Bay: +50% local business activity and 6,000+ children who overcame anemia.

El Brujo Archaeological Complex

Webtilia, 2016-2018

Content and paid media tracked against visits to the site, which reached its all-time attendance record.

Arriba Mi Gente

Latina, 2023

Supported the morning show's production team on content and live broadcasts; pieces with millions of views online.

05 CERTIFICATIONS

UVA

Digital Product Management

[view ↗](#)

GOOGLE

Conduct UX Research

[view ↗](#)

GOOGLE

Ads & Campaign Management

[view ↗](#)

IBM

Enterprise Design Thinking for AI

[view ↗](#)

IBM

Databases and SQL for Data Science

[view ↗](#)

U. MICHIGAN

UX & Interaction Design for AR/VR

[view ↗](#)

U. MICHIGAN

Fundamentals of Extended Reality

[view ↗](#)

ONTOLOGY

Global University Blockchain Workshop

[view ↗](#)

06 EDUCATION AND LANGUAGES

EDUCATION

Leo Design Institute · Marketing and Advertising degree

[view ↗](#)

LANGUAGES

Spanish · native

English · advanced C1, Británico

07 TOOLS

MANAGEMENT, MEDIA AND DATA

GA4

Google Tag Manager

Google Ads

Meta Business Suite

Hotjar

Mixpanel

Notion

Excel

DESIGN AND DEVELOPMENT

Figma

Miro

Illustrator

Photoshop

WordPress

Webflow

Claude

Codex

I discover, coordinate, design and measure.

Full cases, pieces and videos on my portfolio website.

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