JUAN SEBASTIÁN LEIVA JIMÉNEZ

Digital Channel Manager • E-commerce & Marketplaces

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PROFESSIONAL SUMMARY

E-commerce and digital marketing specialist with over 5 years leading online stores, marketplaces and paid media for brands such as Fox Racing, Michelin Footwear and Replays. End-to-end experience in Shopify and WordPress stores, on-page SEO (keyword research, metadata and product listings), Mercado Libre channel management, Meta, Google and TikTok Ads campaigns, social media content, CRM-based customer management and conversion rate optimization (CRO). Analytical, results-driven profile with constant tracking of traffic, conversion and sales KPIs.

KEY SKILLS

Digital channels & catalog: Shopify 2.0 (development and custom code), WordPress / WooCommerce, Mercado Libre, catalog and supplier management, omnichannel strategy

SEO & Content: Keyword research, on-page optimization on Shopify and WordPress, metadata; social media content creation and scheduling, ad copywriting, graphic design and video editing

CRO & Conversion: Conversion rate optimization: UX/UI and product page (PDP) improvements, A/B testing, funnel analysis, heatmaps and session recordings (Microsoft Clarity)

Paid media, advertising & leads: Meta Ads, Google Ads, TikTok Ads, advertising management, email marketing (Klaviyo), lead generation, optimization and conversion

Analytics, CRM & reporting: Traffic, conversion and sales KPIs, CRM (customer management and after-sales), Excel reporting, Google Analytics, Microsoft Clarity

PROFESSIONAL EXPERIENCE

Director | Three Labs (Agency)

2021 – Present

- I lead the e-commerce and performance operation for brands such as Michelin Footwear, Brainer Shop and Replays: strategy, paid media and web development.
- Michelin Footwear: I launched the Mercado Libre channel from scratch — product creation, dispatch planning, website development and advertising assets on Meta Ads and Google Ads.
- Brainer Shop and Replays: I designed and implemented the paid media strategy on Meta and TikTok Ads, and delivered custom updates and development on Shopify.
- I work with the development team on integrations and product planning for a multi-vendor web application.

E-commerce Lead | Replays Tiendas Deportivas

2022 – 2026

- I led the e-commerce team and sales channels: store development (Shopify) and paid media on Meta and Google Ads.
- I ran marketing, email marketing and on-page SEO; managed social media content creation and scheduling, and led the dispatch and customer service teams.
- I presented performance reports and monitored the store UX/UI to improve conversion.

E-commerce / Online Channel | Fox Racing Colombia (Grupo R S.A.S.)

2022 – 2025

- I built the online channel on Shopify, replicating the visual identity of the U.S. website and implementing the strategy for 3 categories: moto, MTB and casual.
- I led the marketing and email marketing campaigns not only for e-commerce but also for the physical stores and the brand distributors.
- I led the dispatch and customer service teams, presenting performance reports and monitoring the page UX/UI.

Sales Executive (Invicta brand) | Kronotime

2022

- I managed WhatsApp sales for Invicta in Colombia and Peru, reporting KPIs and in-chat conversion.

Retail Store Manager | Fox Racing

2020 – 2022

- I managed the physical store (staff, visual and sales) and launched the social media that drove growth and laid the foundation for the e-commerce channel.

EDUCATION

International Business — coursework completed through 2nd semester.

Additional training: Meta Ads, Shopify, WordPress, SEO, E-commerce and Consumer Psychology. Continuous learning with official Meta and Google content.

TOOLS & LANGUAGES

Tools: Shopify 2.0, WordPress / WooCommerce, Meta Business, Google Ads, TikTok Ads, Klaviyo, CRM, GA, Microsoft Clarity, Mercado Libre, Figma, Illustrator, Photoshop, Canva, CapCut, After Effects, computer tools and AI

Languages: Spanish (native) • English (intermediate — fluent reading and writing; conversation developing, actively improving)