



Gerardo Cortés

GROWTH AND PERFORMANCE STRATEGIST | GOOGLE ADS

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Barcelona, Cataluña, Spain

EDUCATION

M.A. in Audiovisual Creation for Digital Environments

Escuela TAI

Madrid, Spain, Oct 2018 - Dec 2019

B.A. in Marketing and Communications

Tecnológico de Monterrey

Puebla, México, Jan 2012 - Dec 2017

CERTIFICATIONS

Google Ads Search Certification,
Google Digital Academy (Skillshop)

Credential ID 131118958

Amazon Ads Retail Advanced
Certification, Amazon

SUMMARY

Hybrid professional specialising in audiovisual storytelling and data-driven growth. Combines Google Ads expertise with digital automation to transform complex data into scalable workflows and high-impact content that accelerates brand positioning.

WORK EXPERIENCE

Growth & Performance Strategist | Jan 2025 - Present

Google, Barcelona, Spain

Google Ads Consultant driving growth for high-impact clients. I transform data into scalable performance by building automated sales frameworks and making data-backed decisions that directly impact business revenue.

- Strategically advise on quarterly budgets up to \$250k. I optimize multi-account performance to drive scalable business growth.
- Reduce average CPA by 25% through precise targeting. I deliver high-quality leads while significantly lowering client costs.
- Reengineer landing pages to maximize conversion rate efficiency. I eliminate web friction to achieve more with less.
- Generate noticeable revenue impact consistently. I consult business owners on automated digital sales strategies.

Digital Content Creator & Strategist | Jan 2018 - Present

@GerryMeDijo | Youtube Partner, Barcelona, Spain

Content Creator & Data Analyst managing a monetized YouTube channel. I handle everything from creative production to SEO using data to grow audiences and scale channel impact.

- Manage and develop my own digital channel, achieving 40% audience growth over two years.
- Establish strategic partnerships with over 10 brands through high-value content collaborations and outreach.
- Maintain monetization and YouTube Partner Program status through advanced SEO and metrics analysis.
- Adapt content through exhaustive research of statistics and trending topics of common interest.

Audiovisual Designer & Marketing | Sep 2021 - Jul 2024

Lurtis Rules, Madrid, Spain

Multimedia & Operations Specialist. I produced content for web and social media while implementing CRM automations and web workflows. I managed digital launches and ad campaigns, using data to drive growth.

- Spearheaded audiovisual content and motion graphics, driving visual excellence and audience engagement.
- Optimized website performance to a 96% score, maximizing user experience and site speed.
- Orchestrated CRM and email marketing automation, scaling digital operations and workflow efficiency.
- Executed high-impact webinars and email campaigns, strengthening lead conversion and client communication.