

Alejandro Martelo Gómez

Digital marketing · Communication · E-commerce & web projects

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Permanent or fixed-term contract · Based in Lyon, open to opportunities across France and to relocation depending on the role · Category B driving licence in progress

PROFILE

Digital professional with a **Master's degree in communication** and 4 years of experience in digital marketing, communication and e-commerce. I have produced content, activated acquisition channels and coordinated projects for small businesses and in an international environment. For a B2B client I designed and then ran a **WordPress / WooCommerce** store that recorded **€115,291 in sales and 84 orders** between its launch in February and 7 May 2026. Trilingual in Spanish, French and English, I combine hands-on autonomy, a customer-first instinct and a results culture.

SKILLS

Digital marketing and analytics: SEO, Google Ads, Meta Ads, GA4, Search Console, Mailchimp, social media, performance tracking

Communication and content: editorial strategy, video, Photoshop, Canva, Premiere Pro, multichannel publishing

E-commerce and web: WordPress, WooCommerce, AI-assisted HTML/CSS, catalogue, promotions, orders, Stripe, PayPal, customer service

Automation: n8n, Supabase, RAG chatbot, generative AI applied to digital operations

PROFESSIONAL EXPERIENCE

Independent consultant — Digital and e-commerce projects

09/2025 – Present

Martelo AI Solutions · Lyon · 3 small-business clients

- Designed and launched a **confidential B2B e-commerce site** from scratch on WordPress / WooCommerce, then ran it day to day: catalogue, pricing, promotions, orders, payments and incident resolution.
- Handled e-commerce customer service and coordinated with a technician on requests needing product expertise; monitored Stripe, PayPal and related payment methods.
- Ran that B2B client's digital marketing: SEO, content, social media, Google Ads, Meta Ads and measurement tools.
- Verified result:** €115,291 in sales, 84 orders and 107 products sold between the site's launch in February and 7 May 2026.
- Built websites and improved SEO and Google Ads and Meta Ads campaigns for two other small businesses.

Internal communication officer — Digital & IT department

09/2023 – 11/2024

Volvo Group · Vénissieux (Lyon) · Apprenticeship (work-study contract)

- Filmed, edited and published event videos; created flyers and materials to broadcast the department's events and news.
- Helped organise and communicate large internal events bringing together more than 500 employees, including the Winter and Summer Events.

Communication and digital marketing manager

07/2022 – 08/2023

Skyline Connection · Lyon · Apprenticeship

- Ran the digital communication of an international B2C platform: social media, editorial content, campaigns and CMS publishing.
- Produced multilingual content and email campaigns in French, English and Spanish with Mailchimp.

Communication intern

02/2021 – 09/2021

Groupe Cargan Development · Saint-Priest · Internship

- Created internal and external communication materials and tools for seven Domino's Pizza stores.

EDUCATION AND CERTIFICATIONS

Master's degree in Brand and Corporate Communication · Esupcom Lyon, France · 2022–2024

Bachelor's degree in Information and Communication · Université Lumière Lyon 2, France · 2017–2021

HubSpot Academy: Digital Marketing, Content Marketing · 2026

Anthropic: 4 Claude and Claude Code course modules · 2026

LANGUAGES

Spanish: native · **French:** C2 · **English:** professional working proficiency (B2)