

Alejandro Martelo Gómez

Digital Marketing & Web Projects Manager · SEO / SEA · WordPress / WooCommerce

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Available immediately · 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 marketing professional with a **Master's degree in communication** and 4 years of experience across an international group, a B2C platform and small-business clients. I build websites and content, run **SEO, Google Ads, Meta Ads, email marketing and social media**, then track performance in GA4 and Search Console. For a confidential B2B client I built a WordPress / WooCommerce store and ran its whole digital operation; it recorded **€115,291 in sales and 84 orders** between its launch in February and 7 May 2026. Trilingual: Spanish, French and English.

SKILLS

Digital marketing: content strategy, SEO, Google Ads, Meta Ads, social media, Mailchimp, GA4, Search Console, KPI tracking

Web and e-commerce: WordPress, WooCommerce, catalogue, pricing and promotions, orders, payments, customer service, HTML/CSS with AI tooling

Creative: Canva, Adobe Premiere Pro, editorial production, video and multilingual event materials

Project work and automation: Notion, n8n, Supabase, RAG chatbot, generative AI applied to marketing

PROFESSIONAL EXPERIENCE

Independent consultant — Digital marketing and web projects

09/2025 – Present

Martelo AI Solutions · Lyon · 3 small-business clients

- Ran the full digital operation of a confidential B2B client: WooCommerce store, SEO, content, social media, Google Ads, Meta Ads, email marketing and measurement tools.
- Built and launched their e-commerce site from scratch, then managed catalogue, pricing, promotions, orders, payments, incidents and customer service.
- **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.
- Built a RAG web chatbot (working prototype) with n8n and Supabase to make company and brand information easier to reach.

Internal communication officer — Digital & IT department

09/2023 – 11/2024

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

- Designed flyers, announcements and internal content; filmed, edited and published videos covering department 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 strategy, campaigns, editorial content 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)