
IVONNE ESPINOZA

E-COMMERCE & DIGITAL MARKETING SPECIALIST

Mexico City, Mexico | Remote

PROFESSIONAL SUMMARY

E-commerce and digital marketing professional with 12+ years of experience helping businesses build, optimize and grow their online presence. Hands-on experience across Shopify, WordPress, SEO, Local SEO, Google Ads, e-commerce strategy, conversion optimization, content marketing and digital project management. Founder of a digital marketing agency and independent consultant serving international clients since 2014. Combines technical implementation with marketing strategy, allowing businesses to move from strategy to execution.

CORE EXPERTISE

E-Commerce: Shopify · WooCommerce · E-commerce Strategy · Conversion Rate Optimization (CRO) · Product Catalogs · Upsells & Bundles · Email Automation · Customer Retention

Digital Marketing: SEO · Local SEO · Google Ads · Meta Ads · Content Strategy · Lead Generation · Social Media Strategy · Digital Growth

Web & Technical: Shopify Development · WordPress · Elementor · WooCommerce · PageFly · Divi · Landing Pages · Website Optimization

Analytics & Search: Google Analytics · Google Search Console · Google Business Profile · Google Merchant Center · Rank Math · Performance Analysis

Project Management: Client Management · Digital Strategy · Project Coordination · Campaign Management · Remote Collaboration · Vendor & Creative Coordination

PROFESSIONAL EXPERIENCE

LAB RAT ART

Founder & Digital Marketing Strategist | 2015 - Present

Digital marketing agency providing e-commerce, website development, SEO and digital marketing services to businesses and brands.

- Lead digital strategy and execution for e-commerce, service-based and local businesses.
- Build, optimize and manage Shopify, WooCommerce and WordPress websites.
- Develop SEO strategies including technical SEO, on-page optimization and local SEO.
- Optimize Google Business Profiles and local search visibility for multi-location businesses.
- Develop e-commerce growth strategies focused on conversion, upsells, bundles, purchase incentives and customer retention.
- Plan and manage digital marketing campaigns including Google Ads and social media campaigns.
- Analyze website and search performance to identify opportunities for traffic, engagement and conversion growth.
- Manage client relationships, project scope, timelines, deliverables and ongoing optimization.
- Coordinate designers, developers, video editors and other external specialists as required by each project.
- Translate business objectives into practical digital strategies and measurable deliverables.

INDEPENDENT DIGITAL MARKETING & E-COMMERCE CONSULTANT

International Clients | Fiverr & Direct Clients | 2014 - Present

- Built and maintained a long-term freelance career serving international clients through Fiverr and direct relationships.
- Delivered Shopify and WordPress development, e-commerce setup, SEO, Google Business Profile optimization and digital marketing services.
- Managed projects from initial consultation and proposal through implementation, launch and ongoing support.
- Worked directly with business owners and marketing teams to identify digital opportunities and implement solutions.
- Developed and optimized online stores, landing pages, product catalogs and conversion-focused websites.
- Provided ongoing technical and marketing support across multiple industries.
- Managed multiple concurrent projects while working remotely with clients across different time zones.

SELECTED RESULTS

TODO PARA SUS PIES — Digital Marketing & Brand Strategy

Led digital marketing initiatives across SEO, local SEO, social media, content strategy and digital presence for a multi-location franchise brand.

- Generated 54K+ organic search clicks and 627K+ impressions over a 12-month period.
- Achieved an average 8.7% organic CTR.

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- Generated significant organic social growth through content strategy and campaign development.
 - Developed content strategies across TikTok, Instagram, Facebook, LinkedIn and YouTube.
 - Managed Google Business Profile optimization across multiple franchise locations.
 - Improved local search presence through listing optimization, duplicate resolution and review management.
 - Supported franchise marketing campaigns, events, new store launches and promotional initiatives.
 - Coordinated creative, video, social media and digital marketing projects across multiple stakeholders.

TOOLS & PLATFORMS

E-Commerce: Shopify · WooCommerce · Printify · Appstle Memberships · Bold Memberships · Tapcart

Web: WordPress · Elementor · Divi · PageFly · HTML/CSS · cPanel · DNS

SEO & Analytics: Google Search Console · Google Analytics · Google Business Profile · Google Merchant Center · Rank Math

Advertising: Google Ads · Meta Ads

Marketing: Email Marketing · Content Strategy · Social Media · CRO · Lead Generation

Creative & Production: Canva · CapCut · DaVinci Resolve · AI-assisted content production

Payments & Integrations: Stripe · OpenPay

PROFESSIONAL STRENGTHS

- 12+ years of hands-on digital experience
- Strong combination of marketing strategy and technical execution
- International client and remote-work experience
- Direct communication with business owners and decision-makers
- Ability to manage projects independently from strategy through execution
- Strong problem-solving and research skills
- Experienced coordinating multidisciplinary remote teams
- Business-focused approach to e-commerce and digital marketing

LANGUAGES

Spanish: Native English: Professional Working Proficiency

ADDITIONAL INFORMATION

Location: Mexico City, Mexico | Work Preference: Remote | Availability: International / Remote Teams