

Contact

+1 434 406 4871 (Work)
jorge@fuenteszapata.co

www.linkedin.com/in/
jfuenteszapata (LinkedIn)
fuenteszapata.co (Personal)
fuenteszapata.co/meetings/
jorge468 (Other)

Top Skills

RB2B Implementation
HubSpot Marketing Hub
HubSpot Sales Hub

Languages

English (Native or Bilingual)
French (Elementary)
Spanish (Native or Bilingual)

Certifications

HubSpot Sales Hub Software

Honors-Awards

Honours Graduate
Social Sciences Award
Honour Roll
Student of the Month

Publications

Mecanismos de Libertad Financiera
For 2016: Mérida City Has Room for
Improvement
Simulated Trading - An Average
Investor
The Correlation: Gold's Price Drives
the Stock
Ten Declarations of Faith and
Prosperity

Jorge Fuentes

51x HubSpot Certified Specialist & Trainer | Helping Humans With
HubSpot

Mérida, Yucatán, Mexico

Summary

“The Only Way Out is Through”

Jorge is a dynamic marketing professional who has carved out a successful career by combining his expertise in digital marketing, HubSpot implementation, and entrepreneurship. His journey began in 2014 when he helped digitize his family's inflatable games manufacturing business, kickstarting his passion for leveraging technology to drive business growth.

Since then, Jorge has amassed a wealth of experience working with digital agencies and managing HubSpot accounts of varying sizes, from small businesses with 1,000 contacts to large enterprises with over 2 million contacts. Additionally he's managed Google Ads and LinkedIn Ads accounts that spend up to \$150K USD/month. His proficiency in HubSpot has allowed him to become a HubSpot Certified Trainer, HubSpot Implementation Specialist, and "HubHeroe" by working alongside HubSpot Legend, George B. Thomas at Sidekick Strategies. As of September 2024, Jorge holds a record-breaking 50 active HubSpot Certifications.

Jorge's professional journey has taken him through various roles, such as Paid Media Specialist at Directive Consulting, Email Marketing Specialist at MSE Supplies, Marketing Analyst at OneLocal, Digital Marketing Consultant at Uhuru Network, and Marketing Coordinator at Azteca Inflatables.

Beyond his professional endeavors, Jorge has actively contributed to the community through his volunteer work at the Instituto Yucateco de Emprendedores (IYEM, 2020) and his service on the International Advisory Board of the Wheels of Hope Rising Foundation (2016-17).

Academically, Jorge holds a business management diploma from Humber College, a BBA from SMC University, a law degree (LL.B)

from Universidad del Valle de México, and a Master's in Digital Marketing and Analytics from ENEB Business School. He has further bolstered his credentials with a professional certification in Mergers and Acquisitions (M&A) from the prestigious New York Institute of Finance.

With his diverse skill set, unwavering dedication, and passion for driving business success through innovative marketing strategies, Jorge Alberto Fuentes Zapata continues to make his mark in the ever-evolving world of digital marketing and entrepreneurship.

Furthermore, he's the owner of Fuentes Zapata LLC, a business dedicated to the diversification of passive revenue streams (with no employees), and lives in Mérida, México with his wife Karla and his daughter Elena Sofía.

Experience

Sidekick Strategies

HubSpot Implementation Specialist

February 2023 - Present (1 year 10 months)

Remote

HubSpot Implementation Specialist with George B. Thomas.

HubHeroe in the making:

<https://hubheroes.transistor.fm/33>

<https://sidekickstrategies.com/hubheroes/hubspot-world-certification-week-2024>

HubSpot Certified Trainer

50 Current HubSpot Certifications

#HubHeroe

Working alongside HubSpot and Inbound legend, George B. Thomas, is beyond amazing.

We are not only serving amazing clients, innovators, and providing HubSpot & inbound marketing help to humans that are transforming the industries in which they compete, but we also make sure that the human element is never discarded.

We provide at a high level:

- Content marketing help
- HubSpot Training
- HubSpot Onboarding
- HubSpot Implementation
- HubSpot Consulting

Across all available Hubs.

And we are also HubSpot Helpers that empower new users into becoming the HubHeroes that their organizations demand.

Fuentes Zapata

Consultor de marketing

January 2023 - Present (1 year 11 months)

Mexico

Fuentes Zapata LLC is a single-member business that has multiple lines of passive revenue:

Currently, Fuentes Zapata LLC generates revenue that is attributed but not limited to the following activities:

- Affiliate programs
- Crowdfunded Real Estate via Fundrise.
- Equity in startup: Arrived Holdings Inc.
- Book royalties.
- Quarterly commission as a HubSpot Solutions Provider.
- A consulting offer and one-time implementation called The Machine, which costs USD 10,000.

CLICKPlacement

Google Ads Specialist

October 2024 - Present (2 months)

Google Ads agency that works with small to global organizations to expand their digital reach and maximize prospect and customer engagement with proven Google Ads strategies.

Llama Lead Gen

Digital Marketing Contractor

July 2024 - Present (5 months)

Remote

Build Buzz for Your Business.

Generate Leads.

Meet Your Targets.

Then Beat Them.

OneLocal

Marketing Analyst

February 2023 - January 2024 (1 year)

As part of a freelance project, I performed the UA to GA4 migration of 500+ clients, helped with the OneLocal Analytics product revamp, and helped in the Paid Media and Programmatic Advertising implementation for companies in the Health Services, MedSpa, Moving, and B2B industries.

Directive

Paid Media - Account Specialist

November 2022 - July 2023 (9 months)

Remote

Paid Media Specialist serving B2B & SaaS companies with monthly ad spend between \$100-\$500K USD

I help serve ads on platforms such as:

- Google Ads
- StackAdapt
- LinkedIn
- Capterra

And leverage tools such as:

- TrueClicks
- Google Ads Editor
- ChatGPT Plus
- Copy.ai

I applied intent-based search campaigns to generate warmed up audiences which I could later retarget to via LinkedIn by leveraging the platform's firmographics. The gist of it was Google Ads intent + LinkedIn's firmographics = B2B gold.

I also applied the creation and verification of TAM lists via ZoomInfo, which further narrowed down my ICP via LinkedIn. Focused on Customer Generation over Demand Generation or Lead Generation. First party data for the win.

JULIUS Connected 2 Grow

Email Marketing Specialist

September 2022 - April 2023 (8 months)

Mérida, Yucatán, México

Assigned to client MSE Supplies.

Responsible for customer retention via email marketing and marketing automation strategy.

Via ActiveCampaign and Klaviyo implementation.

Also aid in organic LinkedIn growth, and guide lead generation tactics that align with company-wide goals.

Uhuru Network

Digital Marketing Consultant

January 2022 - December 2022 (1 year)

Remoto

Digital Marketing Consultant at Uhuru Network Texas LLC. An agency that is a:

- Google Partner
- Hubspot Platinum Solutions Partner

Specialized in Media Buying (PPC, Display, Video, Search) and Marketing Automation through platforms such as:

- Google Ads
- Facebook & Instagram Ads
- LinkedIn
- Hubspot Marketing Hub
- Pardot

My marketing automation skills include but are not limited to:

- Generating Workflows in Hubspot used for automating Email Nurture Series, updating Lead Scoring and Contact/Deal/Company properties.
- Creating Custom Dashboards and Reports for Sales and Marketing teams.
- Creating Engagement Studios (Drips) in Pardot
- Automating Lists
- Database cleanup
- Other relevant automations involving tools such as Zapier
- Implementing integrations across relevant automation tools
- Implementing ABM initiatives

Most relevant company-wide milestones achieved thus far:

By being the only member of the company to have the Google Ads Display, Video, Search and Shopping active certifications I was able to help Uhuru meet the new requirements for becoming a Google Partner in June of 2022.

First person to complete the full hours of the Hubspot Partner Solutions Program Certifications.

Certifications:

- Google Ads (Search, Video, Measurement, Display, and Shopping certifications)
- Google Analytics Individual Qualification
- Hubspot (Inbound, Sales Software, Marketing Software, Digital Marketing, Content Marketing, and several Solutions Partner Program certifications such as: Client Management, CMS Implementation, Delivering Client Success, Delivering Sales Services, Developing a Sales Plan, Guided Client Onboarding, Marketing Hub Implementation, Objectives-Based Onboarding, Platform Consulting, Selling Sales Services, Solutions Partner Certification, Growth Driven Design, Salesforce Integration, Marketing Hub Demo, Sales Hub Demo Certifications etc.)
- Facebook/Meta Blueprint Certification Digital Marketing Associate 100-101

Primero Tu Patrimonio

Insurance Agent

February 2021 - December 2022 (1 year 11 months)

Mérida, Yucatán, Mexico

Founder of insurance agency Primero Tu Patrimonio in the city of Mérida, Mexico.

Licensed insurance agent level "A". Specialized in selling auto insurance as an independent insurance broker for Quálitas Compañía de Seguros, the top-rated car insurer in Mexico, with 1 out of every 3 cars in the country being insured by it.

Primero Tu Patrimonio's offering also covered Health, Life, and Savings insurance provided by Allianz. Since August 2021, I became a certified advisor and corporate insurance agent of Allianz, the third largest insurer in the world with AUM beyond 2.5T EUR.

Insurance License Number: V308827

I later donated my whole insurance portfolio to my friend Arturo. And Primero Tu Patrimonio is officially dissolved.

Céntrico Digital (Acquired by Uhuru Network, Dec 2021)

Marketing Strategist

December 2021 - January 2022 (2 months)

Remote

I started at Céntrico on December 6th, 2021, but Céntrico Digital was acquired by Uhuru Network Texas LLC, and I am a Marketing Consultant for Uhuru effective since January 2022.

While at Céntrico I specialized in PPC Advertising and Marketing Automation with tools such as:

- Google Ads
- Facebook Ads
- LinkedIn Ads
- Hubspot

As well as supported results with other relevant tools such as Google Data Studio, and Analytics.

Course Hero

Online Tutor

February 2020 - December 2021 (1 year 11 months)

Mexico

Successfully became a paid online tutor at the Course Hero platform since February 2020. I mainly specialize in the subjects of:

- Management
- Business
- Entrepreneurship

Azteca Inflables S.A. De C.V.

7 years 11 months

Marketing Coordinator

June 2015 - December 2021 (6 years 7 months)

Mexico City Area, Mexico

General Duties:

- Function as the Community manager of company's social networks (Facebook, Twitter, LinkedIn)

- Manage the Google AdWords campaign
- Manage the Facebook Ads campaign
- Manage e-Mail marketing campaign through MailChimp
- Manage other relevant Inbound Marketing campaigns
- Monitor competition's keywords with SEMrush
- Suggest web page optimization with SEOquake
- Create monthly sales charts to show objective sales vs. real sales
- Design advertisements for online marketing campaigns
- Analyze campaign performance with Google Analytics
- Write articles in Blog Azteca Influides with WordPress
- Manage, allocate and execute marketing budget.
- Monitor all campaign performance with respective campaign tools (e.g. for Facebook use Facebook Insights etc.).
- Create monthly performance reports for management.

You may find samples of my work (documents) below.

Online Marketing Assistant

February 2014 - May 2015 (1 year 4 months)

As a marketing assistant I was responsible for assisting the marketing department in the oversight of the inbound marketing budget, community management moderation of social media networks, keyword generation for search engine marketing campaigns and creation of sales revenue targets reports for the managers on a monthly basis.

Instituto Yucateco de Emprendedores

Volunteer

January 2020 - July 2020 (7 months)

Mérida, Yucatán, Mexico

Volunteered as part of my career's social service at the Instituto Yucateco de Emprendedores (IYEM) for 6 months.

Worked mainly in the co-work section, and as the COVID-19 pandemic hit, I was part of the team of people who revised applications for receiving government aid in the state of Yucatan.

Wheels of Hope Rising Foundation

International Advisory Board Member and COO Mexico Office

January 2016 - December 2017 (2 years)

IAB Member and COO of its Mexico Office.

January 2016 – December 2017 – International Advisory Board Member of the
Wheels of Hope Rising

Foundation

- In charge of the Zero Hunger Better Life Program (ZHBL)
- Evaluate the viability of programs in Mexico and Nigeria.
- Create social media awareness and marketing campaigns for fundraising and new donors' involvement.
- Helped create the marketing campaign that gave us the “Hero Award 2017” by PeaceJam

Foundation in the “Best Up and Coming Peacemaker” category.

Partido Encuentro Social

8 months

Member of Municipal Committee

August 2017 - October 2017 (3 months)

Mérida Area, Mexico

Member of the municipal committee of political party Encuentro Social in Merida, Yucatan, Mexico and I also became member of the political state commission of the party.

Member of Youth Committee

March 2017 - July 2017 (5 months)

Mérida Area, Mexico

During march to July 2017 I was part of the youth committee of political party Encuentro Social, in the state of Yucatan, Mexico.

Education

Universidad Isabel I

Master's degree, Digital Marketing & Analytics · (June 2023 - July 2024)

ENEB - Escuela de Negocios Europea de Barcelona

Master's degree, Digital Marketing & Analytics · (June 2023 - June 2024)

thePower

Master of Business Administration - MBA · (July 2024)

CESUMA

Master's degree, Teología/Estudios teológicos · (January 2024 - January 2025)

Universidad del Valle de México
Bachelor's degree, Law · (2017 - 2020)