

# JAN PARK

M A R K E T I N G & C X M A N A G E R



- Luque, Paraguay
- 05-12-1995 (29 years old)
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- [hey@janpark.net](mailto:hey@janpark.net)
- [janpark.net](http://janpark.net)
- [LinkedIn](#)

## PROFESSIONAL SKILLS

- Advanced English
- Innovation Management
- Creative and Sales alignment
- Strategic and systems thinking
- Applied AI to repetitive tasks
- Systems Architecture
- Team Management
- Budget Management

## TOOLS & TECHNOLOGIES

Meta BM, Google Ads, GTM and GA4, LinkedIn Ads, ahref, semrush, WordPress, Webflow, Shopify

Asana, ClickUp, HubSpot CRM, Figma, Adobe Illustrator/PSD, Google Sheets, GPT, Claude, Gemini, fal.ai

– and more

## EDUCATION

### BACHELOR'S OF SCIENCE DEGREE

Full Sail University - USA  
2014 - 2017

### COMPUTER TECHNICIAN

CTN - PY  
2011 - 2013

## PROFILE

technical marketing manager with a decade of experience developing digital products, leading multidisciplinary marketing, design, and innovating teams. Expert in integrating business vision with technological execution to launch and scale in web platforms, apps, eCommerce, and omnichannel CRM workflows. Proven ability to build from ideation to Go2Market operations at scale.

## FEATURED EXPERIENCE

### CO-FOUNDER

LeadWise | 2023 - Presente (2 y)

- SEO strategies for lead generation.
- Web dev, applied AI, CRM, and integrations.
- Technical consulting, PM, and SD.
- Infrastructure management and tech stack budgeting.

### CONSULTOR SENIOR DIGITAL Y EXPERIENCIA

Rosflo Ltda. | 2024 - 2025 (11 m)

- Advised and implemented marketing and tech, web, CRM, for SaaS projects for the scientific community.
- Improved user experience of a digital library SaaS.

### HEAD OF MARKETING AND INNOVATION

& TEAM LEADER / WIZARD BY PEARSON

élève | Universidad Americana | 2021 - 2024 (2 y, 11 m)

- Led a team that generated and integrated more than 800,000 active marketing contacts.
- Strategically invested six-figure annual budgets, optimizing digital campaigns and strategies.
- Planned REST APIs, CRM, dynamic pricing forms, and stakeholder presentations, and launched strategies to maximize performance and achieve OKRs.

### CRM/MARKETER/DEV/CONSULTANT

CreativePark S.A. | 2014 - 2022 (8 años, 9 m)

- Led marketing projects, implemented HubSpot CRM/CMS and WooCommerce, improved customer experience with chatbots, resolved bottle neck issues, managed commerce platforms.
- Designed digital campaigns, and provided training.
- Advised more than 30 clients every year. To create compelling digital ad campaigns.

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## FEATURED PROJECTS



### KATA - ONLINE STORES

[KATA.COM.PY](http://KATA.COM.PY)

SaaS eCommerce. Turn your Excel spreadsheet into a store. Business model. Ideation, MVP, Deployment, CA.



### SENPAI ACADEMY

[SENPAIACADEMY.COM](http://SENPAIACADEMY.COM)

External CTO. Technical leadership, CRM integration, web development, UX, and automation campaigns.



### TUPI S.A. - OMNICANALIDAD

[TUPI.COM.PY](http://TUPI.COM.PY)

Designed and implemented omni channel automation (WA, FB, Web) with +100,000 monthly conversations.



### NUTRIHUEVOS

[NUTRIHUEVOS.COM.PY](http://NUTRIHUEVOS.COM.PY)

Custom development with NextJS/React, serverless PostgreSQL, custom CMS, blogs, recipes, and dynamic products, digital training and consulting, creative direction, deployment, and monitoring.



### DÍAZ GUERRÍN ABOGADOS

[DIAZGUERRIN.COM/](http://DIAZGUERRIN.COM/)



### REMAX BLACK

[REMAXBLACK.COM.PY](http://REMAXBLACK.COM.PY)



### AFILIADOS UNISUD

[AFILIADOS.SUDAMERICANA.EDU.PY](http://AFILIADOS.SUDAMERICANA.EDU.PY)

Affiliate system. Integration with CRM and ERP.



### FINE FOODS - ECOMMERCE SITE

[FINEFOODS.COM.PY](http://FINEFOODS.COM.PY)

## CERTIFICATIONS

- Inbound Marketing (HubSpot)
- Hub CMS (HubSpot Integrating)
- External APIs (HubSpot Scoping)
- eCommerce (LinkedIn Learning)
- Fullstack Advanced React and GraphQL (Wes Bos)
- WordPress Theme and Plugin Development (Brad Schiff)

## INTERESTING FACTS

- WordPress Asunción Organizer
- 70+ websites deployed
- 1,000 landing pages launched
- 11+ CRMs implemented
- 3,000 tickets resolved
- 50+ bots and chatflows created
- 200+ marketing campaigns

## PROFESSIONAL REFERENCES

- Ricardo Gauto – CSO | PENTA S.A.
- Carmen Vera – Business Manager | élève, Haizea.
- Gustavo Koo – Director at Nutrihuevos | Las Tacuarias
- Pablo Diaz Guerrin – Director at Diaz Guerrín.

Let's work together!



Contact information upon request by mail or phone.