

Yeiry Arce Castellón

Email: yeirysp02@gmail.com | Phone: +506 72051941 | Location: Grecia, Alajuela, Costa Rica

Personal Website: yeiryarce.com | LinkedIn

Professional Summary

Digital Marketing & CRM Specialist with over 10 years of experience creating customer-centric digital experiences through email marketing, CRM operations, paid media, web content, and marketing automation. Experienced supporting global enterprise brands including ExxonMobil, Johnson & Johnson, and FIFA World Cup, delivering multilingual campaigns, audience segmentation, dynamic content, and real-time customer communications. Combines technical CMS expertise with marketing strategy, analytics, and cross-functional collaboration to drive engagement and measurable business results.

Core Competencies

CRM & Lifecycle Marketing: Email Marketing, CRM Operations, Customer Journeys, Audience Segmentation, Marketing Automation, Push Notifications, SMS Campaigns

Platforms & Tools: Airship, HubSpot, Mailchimp, Salesforce, AEM, WordPress, Sitecore, Google Ads, Meta for Business.

Analytics & Optimization: Google Analytics 4, Search Console, Tag Manager, CID Codes. Deep Linking.

Content Creation: Copywriting, blog editing, graphic design (Adobe Creative Suite, Figma).

Collaboration: Project management (Jira, Scrum), stakeholder communication, process documentation

Professional Experience

• CRM Operations Specialist – Dept Agency - FIFA | 2026

- Support real-time global CRM communications across Email, SMS, and Push Notifications for FIFA World Cup audiences in English, Spanish, Portuguese, and French.
- Build and execute multilingual campaigns using dynamic content, audience segmentation, and personalized customer journeys.
- Configure campaign tracking using CID codes, deep links, and standardized link naming conventions to improve analytics and attribution.
- Validate email rendering, dynamic content, personalization, and customer journeys before deployment following strict QA procedures.
- Coordinate high-priority live communications for match events, including ticketing updates, partner campaigns, and real-time notifications.
- Collaborate with global marketing, CRM, QA, and operations teams while meeting strict production SLAs in a fast-paced environment.

• Senior Web Content Publisher – PGD (Publicis Groupe Delivery) | 2024 –2025

- Worked within the Johnson & Johnson account, contributing to DAM setup, Veeva Vault content management, and component testing in AEM.
- Created documentation and streamlined asset upload workflows aligned with the Design System.
- Supported Front-End teams with GSAP animations, visual QA, and reusable HTML templates
- Collaborated on digital marketing materials to ensure compliance with Veeva requirements and seamless publishing across platforms.
- Mentored a junior team member while actively taking part in technical upskilling initiatives.

• Web Content Manager – Accenture | 2021 – 2024

- Managed global updates across over 150 ExxonMobil sites using Sitecore CMS.
- Applied accessibility best practices and implemented SEO optimizations.
- Collaborated on A/B testing, campaign launches, and marketing analytics.
- Created internal automation tools and asset audit processes.

• Freelance Digital Marketing & Web Developer | 2015 – 2021

- Planned and executed digital campaigns across Google Ads, Facebook/Meta, Hubspot and Mailchimp to drive qualified traffic and lead generation.
- Built and maintained WordPress websites and blogs optimized for SEO, conversion rate and UX/UI performance.
- Designed marketing visuals and assets aligned with brand guidelines, tracking KPIs to maximize ROI.
- Developed and implemented marketing funnels, including landing pages, email automation sequences, and conversion workflows that nurtured leads through each stage of the decision journey using HubSpot.

• Graphic Designer – The People Beat | 2012 – 2015

- Collaborated with global pharmaceutical clients such as GSK (GlaxoSmithKline) and Pfizer, creating visual materials for leading healthcare brands including Zentel, Panadol, Sensodyne, Corega, Advil, and Salt de Andrews.
- Designed and produced a wide range of marketing assets, from internal branding and corporate signage to Key Visuals and advertising materials for large-scale campaigns including on social media GSK Caricam.
- Developed email templates and digital layouts for promotional and educational content.
- Created presentation decks and visual assets for internal documentation and Veeva-approved content.

Education

Diploma Web Developer - Cyber U 2013 | Diploma Graphic Designer - Colegio Universitario Boston 2011

Multiple professional courses and certifications in Digital Marketing, SEO, and Web Technologies.