

Yeiry Arce Castellón

WordPress | Enterprise CMS | SEO | CRM | Analytics | Digital Experience

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

Personal Website: yeiryarce.com | LinkedIn

Professional Summary

Digital Marketing & Web Experience Specialist with 10+ years of experience combining digital strategy, WordPress development, enterprise CMS implementation, CRM, SEO, analytics and creative production. Experienced delivering websites, campaigns and customer-focused digital experiences for global brands across agency, consulting and client-facing environments. Combines strategic thinking with hands-on execution across web development, content, QA, accessibility, marketing automation and performance optimization.

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 & Web Content Specialist – DEPT® | 2026

FIFA World Cup 2026

- Support real-time global CRM communications across email, SMS and push notifications for FIFA World Cup audiences.
- Build and execute multilingual campaigns using dynamic content, audience segmentation and personalized customer journeys.
- Configure campaign tracking through CID codes, deep links and standardized naming conventions to strengthen analytics and attribution.
- Perform end-to-end campaign QA, validating rendering, personalization, links, tracking and audience configuration before deployment.
- Coordinate high-priority match communications while collaborating with global CRM Ops, QA and operations teams under strict production SLAs.

Ryan – Enterprise Website Migration

- Supported a large-scale enterprise website migration from Sitecore to Contentful involving more than 500 webpages.
- Built and format webpages in Contentful using approved Figma designs, reusable components and established content standards.
- Migrated and structured content while maintaining brand consistency, responsive layouts and accurate page formatting.
- Conducted content QA, link validation, responsive reviews and cross-browser testing before pages moved to approval and launch.

• 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
- Gathered client requirements and translated business objectives into website structures, user journeys and conversion-focused page recommendations.
- Developed sitemaps, content hierarchies and page layouts for WordPress websites.
- Advised clients on website strategy, SEO, lead generation and digital campaign priorities..

• 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.