

Cesar Maldonado

E-commerce & Performance Marketing Specialist
Shopify | Meta Ads | Google Ads | Conversion Optimization

Frederiksværk (3300) / Denmark
Phone: +45 91490942
Email: hejculto@gmail.com
LinkedIn: www.linkedin.com/in/cesarmaldo

Professional Summary

E-commerce & Performance Marketing Specialist with 18+ years of experience driving online growth through **Shopify optimization and paid media strategy (Meta & Google Ads)**. Strong background in **digital design and UX**, allowing a strategic combination of creative execution and data-driven performance.

Currently supporting Danish brands in scaling their online stores by improving conversion rates, optimizing ROAS, and implementing data-driven growth

Core Competencies

- Shopify Store Development & Optimization
- Conversion Rate Optimization (CRO)
- Meta Ads & Google Ads Campaign Management
- ROAS & KPI Analysis
- Creative Strategy for Paid Media
- UX/UI for E-commerce
- AI tools for marketing automation workflows

Technical Skills

E-commerce & Platforms

- Shopify (Store setup, theme customization, app integrations, CRO optimization)
- Shopify Analytics
- Shopify (Email marketing & automation)
- GA4 (Google Analytics 4)
- Google Tag Manager

Paid Media & Performance

- Meta Business Manager (Facebook & Instagram Ads)
- Google Ads (Search, Display, Performance Max)
- Conversion Tracking & Pixel Setup
- ROAS / CPA / CTR Performance Analysis
- A/B Testing for Paid Campaigns
- Design & Creative Production
- Adobe Photoshop
- Adobe Illustrator
- Adobe Premiere Pro
- UX/UI Prototyping (Adobe XD / Figma)
- Marketing & Automation
- AI Tools for Marketing (ChatGPT, automation workflows)
- Make (workflow automation)
- Content Strategy & Creative Direction

Languages

- Spanish: Native
- English: C2 (Proficiency)
- Danish: A2

Education

- Bachelor's Degree in Graphic Design / University of Buenos Aires / UNNOBA
- Art & Advertising Degree/ Lino Spilimbergo Art School

Professional Experience

Bertels Kager | 2019 - Present

- E-commerce & Digital Growth Specialist

Leading the digital transformation and online growth strategy of a Danish bakery brand. Responsible for Shopify optimization, paid media management, and full-funnel marketing performance.

- Led Shopify webshop redesign and continuous optimization
 - Developed and managed Meta Ads & Google Ads campaigns
 - Managed campaign performance based on ROAS, CPA and conversion metrics
 - Improved UX and conversion rate through data-driven decisions
 - Produced photography and video content for paid and organic campaigns
- Implemented AI tools to optimize workflows and marketing efficiency

Copenhagen Sofa Lab | 2024 - Present

- E-commerce & Digital Growth Specialist

Responsible for online sales strategy and performance marketing for a Danish furniture brand.

- Developed multi-channel paid media strategy (Meta & Google Ads)
- Optimized Shopify store for better user experience and conversions
- Unified branding and marketing across digital channels
- Analyzed KPIs and adjusted campaigns to maximize ROI
- Created digital assets and campaign visuals for paid advertising
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Grupo Oxford (Marketing Agency) | 2016 - 2021

- Art Director & Digital Experience Lead

Led creative and digital strategy for international brands across the US and Latin America.

- Directed digital campaigns for global brands (Coca-Cola, Philips, LG, Fiat, among others)
- Created and maintained design systems for digital platforms
- Led multidisciplinary design teams and supervised quality standards
- Conducted UX research, prototyping and usability optimization
- Estimated project scope and managed delivery timelines

Selected E-commerce Case Study

NALLAN DKK | 2026 - Present

- E-commerce Founder & Performance Marketing Lead

Launched and validated a new Shopify brand in the Danish market, leading full-funnel acquisition and conversion strategy.

Results (First 2 Months)

- Revenue: DKK 140,000
- Ad Spend: DKK 50,000
- ROAS: 2.8x
- 430+ Orders
- Conversion Rate: 1.54%
- AOV: DKK 300

Execution

- Built Shopify store from scratch
- Developed full-funnel Meta Ads structure
- Managed paid acquisition and budget allocation
- Optimized UX and checkout flow
- Created brand identity and performance-driven creatives