Luis Ignacio Rojas

Junior Digital Marketing Specialist



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Peruvian-American

SUMMARY

I'm a digital marketer with a hospitality heart. After 15+ years in international hotels, most recently as Front Office Manager in Dortmund, I discovered that what I enjoyed most was understanding why guests book and what makes them come back. Now I turn that into campaigns: researching keywords, writing ads, testing ideas and following the numbers on Google Ads and Meta. I'm Google Ads certified, curious about AI in marketing, and ready to grow with a team that cares about its customers as much as I do.

PROJECTS

Cross-Channel Campaign – Molly Mutt Europe
Team case study · DCI Digital Career Institute
Sep 2026 – Oct 2026
Developed Google Ads and Meta Ads strategies for a sustainable dog bed brand entering the German market.

- **Google Search:** Planned a €60 test campaign with two German ad groups, exact- and phrase-match keywords, negative keywords, and responsive search ads with sitelinks, callouts, and snippets. Keyword Planner forecast: 62 clicks, 4.2% CTR, and €0.97 CPC.
- **Meta Ads:** Built a €300 traffic campaign for Facebook and Instagram based on a buyer persona, using an Advantage+ audience in Ads Manager (Germany, ages 25–55; estimated 64,000–75,000 people).
- Designed four ad variants to test formats (video, carousel, static) and hooks (statement vs. question, social proof vs. eco), and wrote ad copy.
- Defined CPC and CTR targets and set up UTM parameters for Google Analytics tracking.

Google Ads Search Campaign – ARRE Mexican Food, Berlin
Case study · DCI Digital Career Institute
Aug 2026 – Sep 2026
Search campaign for a Mexican restaurant to generate catering inquiries and store visits.

- Built a two-pillar campaign (Catering and Shop) with a €500 monthly budget, based on Google Keyword Planner research and forecasts
- Selected 13 high-intent keywords and created a negative keyword list to protect the budget
- Wrote 2 German responsive search ads plus sitelinks, callouts and structured snippets
- Analyzed campaign results (CPA €15.63), recommended switching from Maximize Clicks to Maximize Conversions and Target CPA (€10), and moved budget from a €30-CPA campaign to €10-CPA campaigns

PROFESSIONAL EXPERIENCE

Courtyard by Marriott Dortmund (Alchemy Step Hotel Group)
Front Office Manager
01/2025 – 07/2026 | Dortmund, Germany

- Led a **multicultural front office team**, responsible for guest experience and brand standards
- Tracked **guest satisfaction, online reviews and KPIs**; built **KPI dashboards** and occupancy/revenue reports
- Worked with revenue and sales on **upselling** and guest-experience initiatives

SKILLS

- Google Ads
- Meta Ads Manager
- Keyword Research
- Smart Bidding & Campaign Optimization
- A/B Testing
- KPI Analysis & Reporting
- Canva
- AI Tools (ChatGPT, Claude)
- HTML/CSS
- Customer Insight
- Team Leadership

CERTIFICATES

Google Ads Search Certification
Google Skillshop · Aug 2026

Google Ads Measurement Certification
Google Skillshop · Sep 2026

Google Ads Display Certification
Google Skillshop · Sep 2026

Google Ads Video Certification
Google Skillshop · Sep 2026

TikTok Creative Planning Achievement
TikTok Academy · Aug 2026

TikTok Basics Achievement
TikTok Academy · Oct 2026

LANGUAGES

- Spanish – Native
- English – Fluent (C2)
- German – Intermediate (B1)

Residence Inn by Marriott (Hotel Co 51)
Front Office Supervisor
10/2023 – 12/2024 | Dortmund, Germany

- Supervised daily operations and **trained the team on service and upselling**
- Managed **guest communication and review responses** to protect online reputation

Hampton by Hilton (tristar Hotels)
Front Desk Agent
12/2021 – 09/2023 | Dortmund, Germany
Delivered guest service in a fast-paced international hotel; **promoted upgrades and add-ons**

Conrad New York (Hilton)
Front Desk Agent / Bellman
12/2012 – 04/2018 | New York, USA

- **Hilton Honors Champion – Winner 2014** for driving loyalty program enrollments
- **Employee of the Month** for outstanding guest service

Other Hospitality Roles
New York, Cologne & Lima
2008 – 2021
Airline Operations Agent (Accommodations Plus International), Night Auditor (The Rockaway Hotel), Housekeeping Supervisor (Hilton Cologne), Concierge (The Westin Lima, Swissôtel Lima), internships at Aman and Six Flags (USA)

EDUCATION

Digital Business & AI – Digital Marketing
DCI Digital Career Institute
08/2026 – Present | Germany

- Completed module: Performance Marketing,
- Upcoming: further digital marketing and AI modules

Full Stack Web & App Development
WBS Coding School
10/2022 – 04/2023 | Online
24-week intensive Bootcamp: HTML, CSS, JavaScript, building web pages and apps

Bachelor in Hotel Management, Tourism & Hospitality
Universidad de San Martín de Porres
01/2004 – 12/2008 | Lima, Peru