

SERGIO TANG SÁNCHEZ

EB1A "Einstein Visa" Green Card Holder | +1 (786) 825-7338 | hello@sergiotang.work | linkedin.com/in/tangsergio | sergiotang.work

Head of Growth

DIGITAL TRANSFORMATION PIONEER & BUSINESS DEVELOPMENT CHAMPION

Experienced International SEO and eCommerce expert with 8+ years in digital transformation and business development, specializing in scaling products and creating market differentiation. Proven track record in driving a 50% MoM increase in lead generation and a 1,000% increase in Online traffic. Invested millions of dollars of paid media and cut operating costs by \$1M+ through strategic vendor negotiations and team restructuring. Expertise in A/B testing strategies, CRM implementation, and fostering innovation cultures. Seeking a challenging leadership role to leverage my skills in driving organizational growth.

EXECUTIVE STRENGTHS

- **GROWTH MARKETING:** Digital Orchestration • A/B Testing • SEO & SEM • Martech & Digital Stacks • Paid User acquisition • CRM & Mobile Engagement • Inbound marketing • CRO • Content strategy • Automation • Data literacy
- **PRODUCT MANAGEMENT:** Market Research • UX • Design Thinking • Lean Startup • Scrum • Kanban • GTM Strategy
- **BUSINESS DEVELOPMENT:** Relationship building • Creative thinking • Lead Generation • Contract Negotiation
- **STARTUPS:** Cross-functional Leadership • P&L Management • Change Management • New business models

WORK EXPERIENCE

BEEFUP.PE • Latam • Jan 2023 – Present

Digital marketing consulting firm.

FRACTIONAL C LEVEL EXECUTIVE

Over the past year, while working on my immigration case and contributing to top media outlets, I have been working on the following assignments:

- Fractional Chief Growth Officer of Space AG – SVG named it one of the top early stages agtech of the world.
- Fractional Innovation & Media Director of Pasaporte Estudio – Creative Media agency in Peru.
- Advisor of hrtech and healthcare companies.
- Lecturer at the first master's in strategic design of the University of Sciences and Arts of Latin America.
- Lecturer at Postgraduate Growth Marketing, Digital marketing Diplomas at San Ignacio de Loyola University.

VIVELA.LAT • Lima Province, Perú • Dec 2021 – Jan 2023

Privately owned financial scale-up with \$100M in assets.

HEAD OF GROWTH & PRODUCT

Directly recruited by the majority owner to transform the mortgage products and growth strategies. Quickly unearthed organizational bottlenecks and crafted a transformational roadmap incorporating data-capturing strategies and breaking into low-income and first-time homebuyer market. Led a team of 20+ internal Dev, UX/UI, BA, and IT support in addition to PR, Media, and creative vendors.

- Spearheaded the development of 3 digital platforms from scratch to host MVPs (minimum viable products), utilizing an optimized go-to-market strategy that resulted in a 60% reduction in approval times and a 35% increase in client satisfaction scores; implemented automation processes that increased operational efficiency by 40%
- Gained buy-in from board to rebrand miCasita to Vivela.lat with improved branding message to attract target audience; conducted market research and devised insight-driven branding strategy. Leading to 20+ media publications.
- Overhauled website to improve the customer journey and differentiate brand into a modern self-service design; increased lead generation 50% MoM, skyrocketed online presence by 1,000%, increased market share 7%, and slashed CPL (cost per lead) by 50%.

PAMER CORPORATION ▪ Lima Province, Perú ▪ Apr 2021 – Dec 2021

Academic institution serving +60K high school and college students across 20 locations and virtual settings.

DIRECTOR OF GROWTH MARKETING, INNOVATION, & TECHNOLOGY

Hired by the board to support the organizational transformation to support virtual learning demands, pivoting the organization from antiquated operations to fully agile within six months. Led a team of 70, including product owners, designers, engineers, marketers, call center operators, and support staff. Implemented OKRs to meet aggressive goals.

- Cut operating costs by \$1M+ during organizational restructuring by renegotiating vendor costs, procuring a new hosting platform, and strategically hiring Scrum Masters and agile coaches.
- Reduced redundancies and stagnation with the creation of an innovation lab, implementation of new CRM, EPR, and Martech stack, and migration from agency to in-house team of growth specialists.
- Designed and built 3 new digital ventures creating +\$12M in new revenue streams, an LMS, and a new admissions service from scratch, leveraging design thinking and lean startup frameworks.

FANDANGO ▪ Beverly Hills, CA ▪ Sept 2017 – Oct 2020

Largest online ticket seller in the U.S. with an international footprint (NBCUniversal subsidiary). Revenues \$207M

DIRECTOR OF MARKETING, SALES, & PARTNERSHIPS – LATAM (01/2019 – 10/2020)

Personally tapped post-CinePapaya acquisition to drive business development and product innovation, including marketing, content production, and advertising sales across 18 Latin American countries. Masterminded mission, vision, objectives, and strategies for the region. Direct Reports: 4 Indirect Reports: 14

- Fostered a culture of innovation with the implementation of “test-and-learn”, an A/B testing strategy, and the launch of a BI team leveraging 20+ marketing stack tools.
- Overhauled platform with agile and UX methodologies to improve user experience; prioritized tech team’s backlog and launched several features across web and app.
- Slashed CPAs (cost per action) by 90% by transforming campaign strategies, elevated martech stack, and leveraged event-based segmentation with new omnichannel engagement platform Clevertap.
- Catapulted YouTube subscriptions by 4,400% and Instagram and Facebook followers by +1,000% with improved content strategy.
- Cultivated strategic partnerships with movie studios and corporations, including Apple, Google, Meta, super apps, and fintech companies generating \$20M in free media; increased site traffic by 40% through insights partnerships.
- Skyrocketed SEO performance increasing search ranking to the top 3 in every keyword. Increased traffic by 1,000% with on and off-page SEO strategy. Recognized as SME (subject matter expert) across international leadership teams.

DIGITAL MARKETING MANAGER - LATAM (Nov 2018 – Jan 2019)

Promoted to manager within the first year after scaling Latin American efforts by 100-1,000% YoY. Managed a \$1.5M budget, a business analyst, and hired an ad sales executive and programmatic trader. Identified as an emerging executive leader and selected for an MBA program. Recognized as 2018 “The Most Digitals” and 2019 “Top Digital Leader” by top advertising firm MercadoNegro.

DIGITAL MARKETING LEAD - LATAM (Sept 2017 – Nov 2018)

Recruited as online marketing chief and identified opportunities to monetize site traffic through commercial display, video, and branded content campaigns; implemented header bidding, Adserver, and SSPs. Achieved +6-figure growth with a new revenue stream. Managed a \$50K budget and was promoted with six months to digital marketing lead.

ADDITIONAL EXPERIENCE

DIGITAL TRANSFORMATION CONSULTANT - FOUNDER | Beefup.pe | Peru | 2016 – Present

Beefup is a digital marketing consulting firm, led and founded by me. We specialize in a wide range of services, including SEO, paid media, digital strategy, e-commerce, human-centered design, and data experience. With a remarkable track record, Beefup has successfully propelled both PR and revenue in diverse industry sectors, including Agtech, Hrtech, retail, car rental, FMCG, luxury hospitality, and manufacturing across the United States, European Union, and Latin America.

DIGITAL PROJECT MANAGER | Reprise - IPG Mediabrands | Peru | 2017

Managed Universal Mccan and IPG (Interpublic Group of Companies) performance and digital projects(SEO, CRO, Web, Apps) accounts, including Ripley, Nestle, Abinveb, Motorola, Grünenthal, Unilever, H&M, PromPeru, and others, accounting for \$250K monthly media budgets.

WEB TRAFFIC MANAGER | Grupo El Comercio | Peru | 2016 - 2017

Spearheaded implementation of client campaigns in our ad-servers and led the creation of new digital products. I was also responsible for a 150k monthly budget in Google search campaigns for the car, job, education, and real-estate classifieds.

CEO & FOUNDER | Coowit | Peru | 2015 – 2016

Secured Angel funding to develop, design, and launch a mobile platform during final year in business school. Incubated in CIDE-PUCP and Usil ventures and achieved viral validation with more than 10k views in a week. Recognized from IE - Ventureday, Start-up Peru as a start-up finalist winner.

PROFESSIONAL AFFILIATIONS

Member | Forbes Technology Council: It is a prestigious organization that has over 1000 carefully selected members and spans more than 50 countries. Its work has been honored by NASDAQ and The White House.

Member | Leaders Excellence at Harvard Square: Fosters knowledge sharing and personal growth by providing relevant resources and online podcast lectures with fundamental topics that drive organizational and individual development.

Fellow | Brixton Ventures Innovation Fellowship: It is a highly selective, merit-based title awarded only to the most successful activists, entrepreneurs, and innovators. A group of industry experts committed to advocating for advancing technology and business in Latin America.

PUBLICATIONS & MEDIA CONTRIBUTIONS

Forbes.com | Tech Trends That Will Define Fintech In 2023.

Hackernoon.com | How Your Churn Can Aid Business Growth.

Techtimes.com | Sergio Tang Uses Technology To Impact The Lives Of People All Over Latin America.

Entrepreneur.com | What Sergio Tang Thinks about Technology as a Tool to Improve People's Quality of Life.

Mindtheproduct.com | Leverage Product Management to Prevent Startup Failure. Lessons learned in Latam startups.

Gestion.pe | Signals of the Future: Innovation and Technology Tools that Ensure the Coming Years.

PROFESSIONAL DEVELOPMENT & CERTIFICATIONS

International Business Program | McDonough School of Business, Georgetown University | USA

Marketing Management Diploma | Centrum PUCP | Peru

PMI-ACP® Certification (Agile Certified Practitioner) | Project Management Institute

EDUCATION

Master of Business Administration (MBA) | Corporate International | ESADE Business School | Spain & Peru

Bachelor of Business Administration | Marketing | San Ignacio de Loyola University | Peru

Finance Degree | San Ignacio de Loyola Institute | Peru