

FELIPE CERDA MAIRA

Senior Digital Marketing & E-Commerce Manager · Creator of the C·E·R·D·A Method

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PROFILE

Senior Digital Marketing & E-Commerce Manager. In 2025 I created the C·E·R·D·A Method, a system for ideation, execution, and measurement campaign after campaign (Creativity, Strategy, Return, Data, Automation), with a Minimum Results Board in 72-hour cycles. I design and run ecommerce, performance, strategy, and digital product for brands that need ideas that measure and systems that scale. More than two decades in retail, FMCG, startups, and fintech across Chile, the United States, Mexico, Venezuela, the United Kingdom, and Portugal. Native / bilingual English.

Focus: Shopify, Klaviyo, paid and organic media, GenAI applied to creativity and product, art direction, B2B branding, and multidisciplinary team leadership. Founder of LaCompetencia (consultancy) and AI pet projects (wasell.click, remetrix.cl, matripuntos.app, Algo Cacho).

SKILLS

Ecommerce and performance: Shopify, WooCommerce, Klaviyo, Mercado Libre, Mercado Pago, Cornershop / Uber Eats, dark stores, logistics, emailing, campaign automation, seasonal pricing, Liquid Code.

Media and data: Google Analytics, Meta Ads, YouTube Ads, Search & Programmatic, audiences, funnel KPIs, SEO, social media marketing.

Creativity and GenAI: Art direction, motion, branding, copywriting, storytelling. Claude Code, ChatGPT, Midjourney, Gemini, Copy.ai, Descript, Ideogram, Figma, Canva, Notion, Jira, RoVo. Vibe coding and agents for product.

Leadership and languages: Multidisciplinary teams, B2B consulting, digital planning. Native / bilingual English. Markets: Chile, USA, Mexico, Venezuela, United Kingdom, Portugal.

WORK EXPERIENCE

PERGOLUX · Ecommerce Specialist

Jul 2025 – Aug 2026 · Chile

PERGOLUX Chile ecommerce on Shopify and Klaviyo, with local and global teams. Daily tools: Claude Code, Liquid Code, Figma, and Canva.

- Email base 4x; +220% conversions; +146% attributed revenue
- +132% campaign volume; +372% contacts per send
- +45% site traffic; +5.8% average order value

Bancrecer · Digital Marketing Advisor

Aug 2024 – Feb 2025 · Venezuela (remote) · based in Chile

Microcredit bank / fintech. Digital marketing across products and communications: multichannel campaigns, activations, flows, conversion, loyalty, data validation, and app relaunches. Campaign results under NDA.

LaCompetencia · Founder / Director

Jul 2016 – present · Chile · Mexico · United States · United Kingdom · Portugal

Consulting, strategy, and creativity in digital marketing. Digital culture, B2B branding, AI applied to creativity, and community leadership focused on growth.

AdClean · E-Commerce + Creative AI + Digital Manager

Jul 2022 – Oct 2023 · Santiago, Chile

Cleaning / household retail brand. Built and ran Shopify ecommerce with same-day delivery in Santiago and 3-day delivery to 10 regions. Coordinated dark stores, Mercado Pago, Cornershop, and Mercado Libre. Fair booths, in-store motion, and GenAI for copy and imagery.

Redress · Chief Marketing and Creative Officer

Nov 2021 – Apr 2022 · Miami, Florida, USA

Circular fashion startup (myredress.com). Black Ambition Prize and capital raises. Later Creative Advisor.

Nestlé Chile · Search & Programmatic Specialist

Mar 2019 – Jul 2019 · Chile

Search and programmatic focus: insights, content, advertising, and audiences. Right content, right audience, right moment.

Nestlé Chile · Digital Advisor

May 2017 – May 2019 · Chile (Search & Programmatic through Jul 2019; ~2 years 3 months total at Nestlé)

Digital advisory to business marketing across the Nestlé Chile portfolio.

- Brands: Refrigerados, Savory, McKay, Chocolates, Corporate, Contigo, Professional, Purina, Milo, Nescafé, Dolce Gusto, Nido, Maggi, Svelty, infant nutrition, among others
- IMS success case Kit Kat 2018 (96% VCR)
- YouTube Ads Leaderboard: #1 Kit Kat and #10 Purina in Chile

Shackleton Chile · Digital Planner

Oct 2015 – Mar 2016 · Santiago, Chile

Agency digital thinking. Creative digital planning for CMR Falabella.

giwer.cl · Founder & Chief Creative Officer

Jan 2014 – Nov 2015 · Santiago, Chile

Marketplace of local product reviews and finds, web and app. Mall Plaza internal startup: +600,000 sign-ups in one year. In-house campaigns, pop-up stores in malls (digital to retail), and internal fundraising.

Mall Plaza · Digital Product Manager · Digital Innovation

Jan 2014 – Oct 2015 · Santiago, Chile

12-mall retail chain. Invited to reinvent retail from digital product after performance in Marketing and Innovation.

- Continued mall app development (cinema, restaurants, services)
- Created Giwer: reviews marketplace when that format barely existed in Chile
- Took Giwer from site to pop-up stores in Mall Plaza
- Platform and CMS maintenance for web / app / digital totems in real time

Mall Plaza · Intrapreneur · Innovation

Dec 2012 – Dec 2013 · parallel to Marketing

Selected for the intrapreneur team. Idea: product wish-list in the mall app; in another unit it became Giwer.

Mall Plaza · Digital Product Manager · Marketing

Sep 2011 – Jan 2014 · Santiago, Chile

Growth / digital product for platforms across 12 malls. Bridge between Marketing and the digital agency.

- Facebook fans from ~200,000 to 1,000,000 in under 6 months
- Led the launch of Chile's first shopping-center app (2012)
- Content editor for web, app, and self-service totems
- On/off digital experiences connecting online consumers with the urban center

Digital and creative agencies · Digital creative · Art direction · Social

2004 – 2011 · Santiago, Chile

Agencies: Media Interactive S.A. (Multimedia Art Director), Global Interactive (Designer / Digital AD), redandblue (Web Creative and Social Media Manager), Havas Media (Digital Creative), Bloc / MODO (Art Director and Digital Creative), Ilógica (Digital Creative).

Clients: Lever (Axe Dolls, ACHAP Internet Bronze 2005), BBVA, Claro, Ideal, Puig, Copec, Ford, Nestlé, Savory, Corona, Converse, Cocha Joven, JWT Chile, Lowe | Porta, among others.

C·E·R·D·A METHOD (2025)

Own system: Creativity, Strategy, Return, Data, and Automation. Minimum Results Board (action, minimum expected, result, decision) in 72-hour cycles. Detail: kochiz.cl/metodocerda

AI PET PROJECTS

wasell.click: platform for SMBs to sell on WhatsApp without building a full ecommerce store.

remetrix.cl: commercial strategy software for pharmacies (patient reminders + adherence panel).

matripuntos.app: coordination system for couples; live MVP (+50 recurring couples).

Algo Cacho: organic LinkedIn channel for AI applied to marketing (+1,300 followers).

EDUCATION

2025 · Diploma in Digital Marketing and Strategic Management · AIEP of Universidad Andrés Bello, SENCE, and Fundación Telefónica Movistar.

2000 – 2008 · Universidad Mayor · Advertising, Art Direction, Digital Solutions (2004–2008); Bachelor in Design (2000–2003).

CERTIFICATIONS

SEO Foundations (LinkedIn, Mar 2021). IMS Certification on Twitch, Twitter, Programmatic, and EA (2019–2020). Social Media Marketing Tips (LinkedIn, Oct 2019). The Fundamentals of Digital Marketing (Open University Business School, Apr 2019). Storytelling Workshop · Brother Ad School (Oct–Dec 2015).

AWARDS

2018 · IMS Kit Kat success case (96% VCR, CTA 4.51). YouTube Ads Leaderboard Chile: #1 Kit Kat and #10 Purina.

2015 · ICSC Silver · New Media Excellence · Mall Plaza.

2014 · Effie Chile Silver · Social marketing · Mall Plaza culture. ICSC Gold · Blancanieves musical Mall Plaza.

2013 · Effie Chile Silver · Institutional · Blancanieves. 2012 · Effie Chile Silver · Biblioteca Viva Mall Plaza.

2005 · ACHAP Internet Bronze · Axe Dolls / Lever.