

CESAR BAZ

MARKETING, GROWTH & REVENUE LEADER

Acquisition | Performance | CRM | Automation | Analytics | AI

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01 / PROFILE

I BUILD SYSTEMS THAT CONNECT MARKETING AND REVENUE.

Marketing, growth, and revenue leader with 14 years of experience developing acquisition, performance, and digital transformation strategies and operations. Builds and scales systems that connect paid media, funnels, CRM, automation, analytics, commercial teams, and artificial intelligence to turn marketing investment into demand, conversion, and revenue. Experience across telecommunications, pharma, retail, automotive, e-commerce, and impact organizations, operating under real CAC, conversion, and profitability pressure.

02 SELECTED BUSINESS IMPACT

100K+

MONTHLY LEADS

\$5M+ MXN

MONTHLY MEDIA SPEND

8K A 100K

LEADS / MONTH

27-30%

LEAD TO SALE

835%+

ROAS FEMSA

03 CORE CAPABILITIES

- | | | | |
|----|---|----|--|
| 01 | Growth, funnel optimization, and CRO
Multichannel acquisition and conversion optimization focused on demand, qualified leads, and revenue. | 02 | Measurement and analytics
GA4, GTM, UTMs, events, dashboards, attribution, and CRM-to-platform feedback. |
| 03 | Paid media and performance
Meta Ads and Google Ads; media spend, CAC, CPL, ROAS, segmentation, and experimentation. | 04 | AI and marketing technology
Research, analysis, automation, and digital products with QA and human oversight. |
| 05 | CRM and Revenue Operations
Funnels, pipelines, lead routing, and the connection between marketing, sales, and outcomes. | 06 | Operations and leadership
Teams, KPIs, budgets, methodologies, processes, and operating models. |
| 07 | Marketing automation
Workflows, triggers, segmentation, and sequences to accelerate follow-up and conversion. | 08 | Commercial strategy
Unit economics, demand quality, operating capacity, and profitability. |

04 / PROFESSIONAL EXPERIENCE

CONCENTRA BPO

2024-Actual

Marketing Director / Business Unit Director

Mandate: acquisition, performance, and growth for telecom operations, integrating media spend, funnel, conversion, teams, and commercial operations.

- Acquisition systems for prepaid and postpaid models.
- Meta Ads and Google Ads with more than \$5M MXN in monthly media spend.
- CAC/CPL optimization, segmentation, conversion signals, and CRM-to-platform feedback.
- Cross-functional coordination; definition of processes, services, and methodologies.

SELECTED IMPACT

- BAIT: from ~8K to 80K-100K monthly leads; ~27-30% lead-to-sale conversion.
- Replicable system for BAIT prepaid, BAIT postpaid, and Movistar.

RETARGETING LATAM / FEMSA SALUD

2023-2025

Paid Media Manager

Mandate: nationwide performance operation for Farmacias YZA, Farmacias Moderna, and Farmacon.

- Meta Ads and Google Ads focused on sales, conversion, and efficiency.
- Integration of isolated campaigns into an always-on, omnichannel model.

SELECTED IMPACT

- 835%+ average ROAS; \$25.6M MXN in attributed revenue; 294K+ purchases.

EXPERIENCE THAT CONNECTS

OPERATIONS, GROWTH, AND REVENUE.

05 PROFESSIONAL EXPERIENCE - CONTINUED

■ YGU COMUNICACION

2021-2024

Digital Marketing Director

Mandate: digital strategy, acquisition, performance, and account growth.

- Leadership of teams, accounts, and acquisition strategies.
- Restructuring and development of the digital marketing function.
- ChildFund, Thor Urbana, Clinica ENDI and Fundacion Luis Pasteur.

■ AUTOSAT / MERCEDES-BENZ

2023-2024

Performance Manager

Mandate: qualified demand generation for an authorized Mercedes-Benz dealership.

- High-intent Google Search, Meta retargeting, and premium segmentation.

SELECTED IMPACT

- 3x qualified leads; ~38% CPL; 24% test-drive booking rate.

06 EARLIER EXPERIENCE

Markital - Marketing Director | 2019-2021

Team, agency structure, services, methodologies, and digital strategy.

Gadgets One & eTronic Shop - Commercial Management | 2019

Commercial strategy and e-commerce sales growth.

InteriMobel - e-Commerce Manager | 2017-2019

Built the nationwide channel from scratch; sales, conversion, experience, and digital transformation.

International Marketing Institute - Lecturer | 2023-2024

Google Ads and Meta Ads modules in the Masters in Digital Marketing.

07 MARKETING TECHNOLOGY AND SYSTEMS

01 / ADVERTISING PLATFORMS

Meta Ads | Google Ads | LinkedIn Ads | YouTube Ads | TikTok | TikTok Shop

02 / MEASUREMENT AND DASHBOARDS

GA4 | Google Tag Manager | Meta Pixel | Conversion API | enhanced conversions | Looker Studio | Supermetrics | attribution

03 / CRM AND INTEGRATION

HubSpot | CRM and pipelines | Zapier | automation

04 / AI AND SYSTEMS

Claude Code | Codex | Perplexity | audience and conversion analytics | AI-assisted workflows

08 EDUCATION AND PROFESSIONAL DEVELOPMENT

- Bachelor of Arts - Music Composition, GMartell
- Specialization in Communication - SEP #39476
- Diploma in Digital Marketing - AMA
- Fundamentals of Digital Marketing - Open University + Google
- e-Commerce Certification - EOI Spain + Google

09 INDUSTRIES AND BRANDS

Telecommunications | Pharma | Retail | Automotive | e-Commerce | Impact organizations

BAIT / Walmart | Movistar | FEMSA Salud | Farmacias YZA | Mercedes-Benz | ChildFund | Thor Urbana | Clinica ENDI

10 LANGUAGES

Spanish - Native | English - Intermediate

11 SELECTED CASE STUDIES AND PORTFOLIO

BAIT Prepagó

8K - 80K-100K leads/month | 27-30% lead-to-sale conversion.

Telefonica Movistar

Prepaid: 5K - 20K leads/month | Postpaid: 0 - 17K.

Evidence, methodology, and letters: cesarbaz.com/casos-de-exito.html

FEMSA Salud

835%+ ROAS | \$25.6M MXN attributed | 294K+ purchases.

Mercedes-Benz

3x qualified leads | ~38% CPL | 24% booking rate.

THE VALUE IS NOT IN THE TOOL.

It lies in designing the system that connects acquisition, operations, and revenue.