

# Diego Rodríguez

Performance & Growth Marketing Leader | Paid Media | Revenue | LATAM

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🌐 <https://www.linkedin.com/in/rodriguezdiegon/>

## PROFILE

Professional with 10+ years of experience in digital marketing, specialized in Performance, Growth and user acquisition for brands such as Mastercard, Mercado Libre, Movistar and Assist Card. Leading operations across 18 LATAM markets, with budgets exceeding USD 10M per year, a team of 14 people and an average monthly revenue of USD 2M. Focused on regional strategy, investment efficiency and business results.

## WORK EXPERIENCE

**Regional Digital Director** 01/2026 – Present

Carat ☞

- Lead the regional performance strategy for Assist Card across 18 LATAM markets, generating an average revenue of USD 2M per month.
- Manage budgets exceeding USD 10M per year, optimizing investment to maximize revenue, ROI and ROAS.
- Coordinate a regional team of 14 people, aligning strategies and identifying growth opportunities.
- Integrate paid media and analytics to optimize performance and improve business results.
- Collaborate with stakeholders to define KPIs and align the digital strategy with business objectives.

**Regional Performance Manager** 08/2022 – 12/2025

Carat ☞

- Led the regional digital media strategy for Mastercard in Argentina, Ecuador, Colombia, Uruguay and the Caribbean.
- Managed budgets exceeding USD 5M per year and led a team of 9 people.
- Coordinated branding and performance digital strategies across multiple markets.
- Optimized advertising investment, reducing costs by 27% with no loss of impact.
- Defined KPIs and built dashboards in Looker Studio to evaluate results and guide decisions.

**Sr. Performance Analyst** 06/2021 – 08/2022

Havas ☞

- Planned and optimized the performance strategy for Movistar Argentina, focusing on leads, e-commerce and app growth.
- Led user acquisition for the Mi Movistar app, surpassing 600,000 installs and reducing CPI by 25%.
- Managed campaigns on DV360, Meta Ads, Google Ads, LinkedIn Ads and TikTok Ads, optimizing investment.
- Analyzed acquisition KPIs (CPL, CPA and CPI) to improve results across B2C and B2B audiences.
- Managed budgets and developed dashboards to evaluate results and optimize campaigns.

## EDUCATION

**Bachelor's Degree in Journalism**

Universidad del Salvador

2012 – 2016

## SKILLS

- Performance & Growth Strategy
- Customer & User Acquisition
- Revenue & ROAS Optimization
- Regional Team Leadership
- Paid Media & Analytics

## LANGUAGES

**English**

B1 / Intermediate

## CERTIFICATIONS

**Google Analytics**

Google (2020)

**Google Ads Display Certification**

Google (2020)

**Google Ads Search Certification**

Google (2020)