

# **Jose Albis**

**Co-Owner at Albis Consulting Group**

British Columbia, Canada, BC, CA

Technology & Anthropology, Big Data Marketing, Social Media

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## **Biography**

Marketing Technologist - Consultant and Executive - Sales and Marketing leader with a wide variety of knowledge and experience in both English and Spanish; records and accomplishments in integrating online and offline Sales and Marketing through Direct Response in global scale including regional and language localization; successful record in Social Media Marketing, Reputation Management, email Marketing, SEO, PPC & PPA. Other skillful areas include: applied mathematics such as finances and statistics, operational studies, systemic focused thinking and problem solving, organizations and human resources; as well as social communication, anthropology, sociaology, mass-media and multimedia. A balanced plentiful interdisciplinary background, fruitfully applied through the frame of project management and a diversity of positions of expertise enrichment.

### **SPECIALITIES:**

Agile Marketing  
Growth Marketing  
Growth Hacking  
Social Technology  
Transmedia Strategy  
Social Media Consultant  
Social Media Strategist  
Social Media Training  
Social Media Management  
Reputation Management  
Email Marketing  
Lead Generation  
Affiliate Marketing  
Pay-per-Click  
Pay-per-Acquisition  
Online Engagement Management  
Inbound Marketing  
Marketing-Sales Funnel Optimization  
Media/Multimedia Marketing  
Direct Response Marketing  
Offline-Online Marketing Integration  
Business Development  
New Product & Services Development  
Project Management

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## **Availability**

Keynote, Moderator, Panelist, Workshop, Host/MC, Corporate Training

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### **Industry Expertise**

Advertising/Marketing, Social Media, Computer Software

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### **Areas of Expertise**

Big Data Marketing, Social Media, Technology and Society

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### **Affiliations**

XTEC - Victoria Executive Development Group

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