

# Jorge Alberto Fuentes Zapata: A Trailblazer in Remote Marketing and MarTech Innovation

Jorge Alberto Fuentes Zapata is a globally recognized marketing professional, entrepreneur, and author, based in Mérida, México. With a career spanning over a decade, Jorge has become a leading voice in remote marketing, MarTech innovation, and digital transformation. His journey began in 2014 when he digitized his family's inflatable games manufacturing business, ensuring its profitability to this day. Since then, he has built an impressive portfolio of accomplishments across multiple domains, blending technical expertise with entrepreneurial vision.

## HubSpot Expertise

Jorge is a HubSpot Certified Trainer, Implementation Specialist, and "HubHeroe," with an unmatched record of 51 active HubSpot certifications as of December 2024. His deep understanding of HubSpot has made him an integral part of Sidekick Strategies, where he works alongside HubSpot legend George B. Thomas to empower businesses through inbound marketing and MarTech solutions. In 2024, Jorge became a HubSpot Academy Lesson Instructor by publishing the lesson Proceso de mantenimiento de una base de datos limpia (ES).

## MarTech Leadership

As the founder of Fuentes Zapata LLC, Jorge specializes in growth consulting and passive revenue diversification. He has managed Google Ads accounts with monthly ad spend in the six-figure range, while leveraging platforms like LinkedIn Ads, StackAdapt, and Capterra to maximize impact. His proficiency extends to marketing automation tools such as ActiveCampaign, Klaviyo, and Zapier, as well as technical platforms like GA4 and Google Tag Manager. Jorge is also the creator of the free course Conversion Tracking Made Easy, originally published on Udemy and now available on YouTube.

## Agency Experience

Jorge's agency experience includes roles as:

- Paid Media Specialist at Directive Consulting, serving B2B and SaaS clients.
- Digital Marketing Consultant for Uhuru Network Texas LLC, a HubSpot Platinum Solutions Partner.
- Email Marketing Specialist for MSE Supplies via Julius2Grow.
- Digital Marketing Analyst at OneLocal.
- HubSpot Implementation Specialist at Sidekick Strategies.

## Authored Books

Jorge is also an accomplished author with four books to his name:

- The Correlation: Gold's Price Drives The Stock – A research-driven exploration of the historical correlation between gold prices and the stock performance of major gold producers.
- Ten Declarations of Faith and Prosperity – A faith-based booklet designed to inspire readers to declare daily affirmations of prosperity, blessings, and protection.
- Simulated Trading: An Average Investor – A step-by-step guide documenting a 7-week simulated stock trading experience on the Toronto Stock Exchange.
- Mecanismos de Libertad Financiera (Spanish) – A practical guide for Mexican readers on achieving financial freedom through diverse investment strategies like crowdfunding, crowdlending, cryptocurrencies, venture capital, forex, dividends, and retirement planning.

## Academic Achievements

Jorge's academic background is as impressive as his professional accomplishments:

- Holds a Master's Degree in Digital Marketing & Analytics from Universidad Isabel I (Spain) and ENEB (Spain).
- Graduated with honors from Humber College (Toronto, Canada) with a Business Management diploma (GPA: 83.6).
- Earned a B.B.A. from Swiss Management Center University (Zug, Switzerland) with a final grade of 91.1.
- Obtained an LL.B from Universidad del Valle de México (Mérida, México) with an impressive GPA of 97.1.
- Certified in Mergers and Acquisitions by the New York Institute of Finance.
- Certified in Digital Marketing Strategy by Harvard Business School Online.

## Community Contributions

Jorge is deeply committed to giving back:

- He served on the International Advisory Board for the Wheels of Hope Rising Foundation (2016–2017), managing programs like Zero Hunger Better Life.
- During the COVID-19 pandemic, he volunteered at the Instituto Yucateco de Emprendedores (IYEM), helping local businesses secure government aid.
- As an online tutor on CourseHero during the COVID-19 pandemic, he shared his expertise in business management and entrepreneurship.

## Certifications & Honors

Jorge's dedication to continuous learning is reflected in his numerous certifications:

- Meta Blueprint 101 Certified (2023–2024) and Google Ads Specialist (Search, Display, Measurement, Video)
- Certifications from Coursera, edX, FutureLearn (40+ MOOCs completed), and HubSpot Academy (51 Active certifications at all time high).
- Helped the Wheels of Hope Rising Foundation earn the “Hero Award 2017” by PeaceJam Foundation through an impactful social media campaign for gathering votes.

## Personal Highlights

Jorge lives in Mérida with his wife Karla and daughter Elena Sofía at their beautiful one-story home. He is passionate about empowering businesses through innovative marketing strategies and technology-driven solutions while balancing family life with professional excellence.