# Miguel Ochoa

GTM Engineer. I bridge marketing, sales and product, and build the systems that turn their work into pipeline.

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Asker, Norway / EU/EEA work authorized

I design the website and wire the CRM, data and AI workflows behind it, so every team works from the same signals. Designer since 1998, now building growth systems at a compliance software company.

_proof

**Traffic up 20%**
after the Strise rebrand site shipped, with Lighthouse 100 for SEO and accessibility. I was implementation lead

**8% to 58%**
AI-search visibility on tracked prompts after the AEO program I started at Strise

**4 AI workflows**
in production at Strise, plus Mig, an internal Claude assistant used across teams

_experience

sep 2026 to now

### GTM Engineer / Strise, Oslo

- The bridge between marketing, sales and product: the commercial website, outbound and intent automation, and marketing data.
- Own HubSpot admin and marketing reporting. Built a weekly GTM intelligence dashboard joining LinkedIn ads and HubSpot.
- Built four production AI workflows: an AML knowledge agent, pre-call briefs, weekly competitor analysis and brand-mention monitoring.

aug 2024 to aug 2026

### Digital Marketing Specialist / Strise, Oslo

- Implementation lead on the March 2026 rebrand site in Webflow and Rive. Traffic up 20%, Lighthouse 100 for SEO and accessibility.
- Started the AEO program: tracked-prompt visibility from 8% to 58%, 9 Google AI Overview citations.
- Built Mig, an internal Claude assistant used by marketing, sales and product.

jun 2021 to aug 2024

### Senior Digital Designer / Webflow Developer / Timely

- In-house bridge between design, development and analytics. Shipped front-end and UX improvements tied to conversion.
- Ran A/B tests and built Webflow pages wired to HubSpot, Segment and GA4 for full-funnel tracking.

2013 to 2021

### Freelance designer and web developer / remote

- Marketing sites for sennder, PearlEdison, Jumpstart and Headcount. Branding and visual identity systems.

1998 to 2013

Web designer and designer in Caracas: Turner Broadcasting, Evenpro, Diario El Universal, agencies and startups.

_skills

**Marketing ops:** HubSpot, Fibbler, GA4, GTM, Segment

**Front end:** HTML/CSS/JS, Astro, GitHub, GSAP

**AI:** Claude Code, MCP, AI agents (Anthropic certified)

**Inbound and outbound:** SEO, AEO, Clay, Apollo, LinkedIn

**Design:** Figma, Adobe CC, Webflow, UI/UX, CRO

**Languages:** Spanish (native), English (professional)