

Daniel Arrisueño

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PROFESSIONAL SUMMARY

Growth Leader with 10+ years of international experience scaling digital products and high-impact businesses. Proven track record leading end-to-end growth strategies (acquisition, retention, monetization, and expansion) across products with millions of users and tens of millions in revenue. Expert in building data-driven growth engines through experimentation, lifecycle optimization, and channel efficiency, with a strong focus on LTV, revenue growth, and sustainable scaling. Operates with strong ownership mindset, driving initiatives end-to-end with focus on measurable business impact.

Combines strategic thinking, execution, and cross-functional leadership to turn products into scalable and profitable businesses.

Yape Lima, Perú
Product Owner – Marketing & Growth Jul 2024 – Present

- Own revenue growth by optimizing the full funnel (acquisition, retention, frequency, and expansion).
- Led end-to-end growth for Yapear Servicios, managing a \$5M+ monthly business and 8.5M+ MAU, with direct ownership of revenue and expansion.
- Shifted growth strategy from acquisition to LTV maximization, improving retention, frequency, and cross-category usage.
- Scaled Yape Gaming to 1.3M+ monthly transactions, \$5.5M+ GMV, and \$400K+ revenue.
- Delivered +19% TPV growth and \$1.6M incremental revenue through lifecycle optimization and segmentation for Yape B2B.
- Built monitoring systems to detect performance drops, recovering \$40M+ in transaction volume for Yape B2B.
- Led cross-functional teams and defined core growth metrics (LTV, ARPU, frequency) to drive execution.

Universidad del Pacífico Lima, Perú
Growth Hacking Professor – Postgraduate May 2025 – Present

- Teaching growth frameworks, experimentation, and funnel optimization in graduate programs. Translating real-world product challenges into data-driven growth strategies.

Canadian Solar California, United States
Multinational solar energy company (USD 7B en revenue, NASDAQ: CSIQ), with global presence.
Marketing Consultant, Energy Storage, EP Cube Jan 2024 – Jul 2024

- Designed and executed a go-to-market strategy for residential energy storage solutions, increasing sales by +25% in one quarter.
- Improved team productivity by +50% through strategic planning and execution frameworks.
- Strengthened cross-functional alignment to improve operational efficiency and performance.

Marketing Associate, Social Media & Digital Jun 2023 – Dec 2023

- Led multi-channel digital campaigns, increasing engagement by +40% and driving +30% growth in traffic and leads.
- Built lifecycle email strategies (nurturing), improving +20% open rate and +15% CTR.
- Leveraged generative AI to create personalized content, increasing conversion rates by +25%.

Arkose Labs California, United States
Cybersecurity Startup (Series C, USD 114M in funding) with Fortune 500 clients.
Growth Digital Marketer – Paid Acquisition Oct 2022 – Mar 2023

- Scaled demand generation through paid channels, achieving 3x lead growth and 2x pipeline opportunities.
- Expanded channel mix (+3 new channels), generating +50% more qualified leads.
- Improved performance and lead quality by +60% through data-driven optimization (Marketo, Salesforce).
- Operated in a high-velocity environment, prioritizing rapid experimentation and fast iteration cycles to drive growth.

Banco de Crédito BCP Lima, Perú
Sr. Product Owner – Digital Clients Segment Oct 2021 – Jun 2022

- Deeply focused on user behavior and needs to identify growth opportunities and improve product-market fit.
- Led data-driven growth strategies, increasing digital customers by +18% and generating +2M activations.
- Implemented behavioral segmentation and decision frameworks to optimize customer journeys and channel performance.

Sr. Product Owner – Product Acquisition

Aug 2019 – Oct 2021

- Managed ~\$650K acquisition budget, driving full-funnel growth across digital channels.
- Achieved 10x growth in digital insurance sales while reducing CAC by 4x through experimentation.
- Led cross-functional team (7 members) executing 100+ A/B tests annually to optimize conversion and revenue.

OTHER ROLES

OnTrack – Founder & Head of Growth (Perú)

Mar 2019 – Apr 2022

Six Spoke Media – Associate Account (USA)

Nov 2018 – Mar 2019

PlaceMe Living – Business Developer & Community Manager (USA)

Apr 2018 – Aug 2018

O'jaldre – Commercial Director & CoFounder (Perú)

May 2016 – Aug 2017

PepsiCo Foods – Customer Mgmt Account Representative – Brand Mkt Sup – Mkt Asso Sup (Perú)

Apr 2014 – Jul 2017

EDUCATION

Professional MBA, Digital & Strategic Marketing — Westcliff University (USA)

Jan 2024

MSc, Disruptive Innovation – Hult International Business School (USA)

Mar 2019

MSc, International Business – Hult International Business School (USA)

Aug 2018

Business Administration Licensure – Universidad Peruana de Ciencias Aplicadas (Perú)

Jun 2015

BSc, Administration y Marketing – Universidad Peruana de Ciencias Aplicadas (Perú)

Jul 2013

CERTIFICATIONS

Python – UTEC

Jul 2025

Grammarly & Asana Ambassador Program – Grammarly & Asana

Jan 2024

Next Gen Marketing Certification – 6 Sense

Oct 2023

Growth Strategy & Product Management – Kurios

Apr 2021

SKILLS

- Growth Strategy (AARRR)
- Revenue Growth & Monetization
- Funnel Optimization (Acquisition → Retention → LTV)
- Experimentation (A/B Testing & Multivariate)
- CRM & Lifecycle Marketing
- Paid & Organic Growth Channels
- Data Analytics & Decision Making
- Cross-functional Leadership
- Agile Methodologies
- Python
- Bilingual: Spanish – English

AI & DATA EXPERIENCE

- Behavioral segmentation (RFM, frequency, recency)
- Propensity-based optimization for conversion and prioritization
- Use of LLMs (ChatGPT, Gemini, Claude, Perplexity) for research, insight generation, and strategic decision-making
- Generative AI applied to personalization and conversion optimization