



## PROFESSIONAL SKILLS

AppsFlyer  
 App Store Optimization  
 Bing Ads  
 Blogging  
 Copywriting  
 Campaign Creation  
 Discovery Ad Campaigns  
 Google Ads  
 Google Analytics  
 Google Data Studio  
 Google Editor  
 Google Suite Apps  
 Google Tag Manager  
 InstaPage  
 Keyword Research  
 Landing Page Optimization  
 Microsoft Office  
 Quality Assurance  
 Search Ads 360  
 Search Engine Optimization  
 SEMrush  
 Shopify  
 Universal App Campaigns  
 WordPress

## PERSONAL SKILLS

Audio Engineering  
 Drop Shipping  
 Music Composition  
 Online Arbitrage  
 Percussion  
 Piano

## EXPERIENCE



### BRAND MARKETING ANALYST Disney Streaming Services | June 2021 - Current

- Develop and implement search, UAC, and discovery ad strategies to drive subscriber acquisition, conversion & efficiency across LATAM markets
- Successfully apply media strategy and manage robust portfolios within existing paid search campaigns, and explore growth of new channels
- Execute, manage, and optimize paid search campaigns to meet or exceed strict direct response goals
- Track, monitor, and optimize performance against key KPIs
- Collaborate cross-channel with larger paid media team to align on performance trends and ensure holistic team success



### DIGITAL MARKETING SPECIALIST, FREELANCER Rootly Health | Mar 2021 - Aug 2021

- Executed successful SEM campaigns to drive a low cost-per-lead
- Created strategies for landing page optimization to maximize user experience
- Planned, execute, and measure AB / split tests on paid search campaigns and landing pages
- Strategized and develop sales funnels in order to identify pain points and growth opportunities
- Developed strong lead magnets within a specific niche to build value proposition and increase our email list
- Built out effective SEO-friendly content that engages with our email list and drives selling points



### PAID SEARCH SENIOR ASSOCIATE Wavemaker | Nov 2019 - Feb 2021

- Accountable for the day-to-day management of the search plan including oversight of bid recommendations, execution details, budgets/accounting
- Developed initial keyword lists, using identified brand territory for search manager's review.
- Ran search reports on a regular basis to mine for new keywords, creative text ad, pacing and overall spend
- Interfaced daily with direct search teams, engines and platforms to ensure continuous perform account diagnostic checks



### SEO SPECIALIST MailPix | Apr 2019 - Nov 2019

- Implemented SEO tactics for 4 brands by writing relevant content, disavowing toxic backlinks, seeking out backlink opportunities from high authority pages, and increasing our websites' overall authority scores.
- Actively utilized ASO to optimize the 7 apps' visibility within the Google and Apple store by conducting thorough keyword research and writing quality content.
- Thoroughly conduct website and app research weekly by using Google Analytics, Google Search Console, SEMRush, and AppsFlyer in order to provide insight into audience engagement and better improve SEO and ASO methods.



### QUALITY ASSURANCE NIS America Gaming | Sep 2018 - Apr 2019

- Responsible for the review, analysis, revision, and regression of several major video game products.
- Ensured the highest level of quality expected by end-users within strict deadlines and milestones.
- Leveraged grammatical, spelling, and technical proficiencies to achieve fundamental goals with optimizing product marketability.



### TEAM LEAD, MERCHANDISING Costco Wholesale | Apr 2012 - Jan 2018

- Demonstrated knowledge and communication skills by educating members on available products in order to drive sales and represent the business in high standards.
- Organized a team of 6 employees where I was responsible for merchandise returns, holiday preparation, and schedule coordination. During this time, Costco sales were up by 15% and I led the team to ensure that we were able to meet the demands of the increased workload.
- Assisted managers in product placement with the goal of increasing sales by 10%