

# David Villegas

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A Digital Marketing Professional with Over 10 Years of Experience in Corporate Marketing. Specializing in Web Development, Analytics, Search Engine Optimization, Search Engine Marketing, and Creative Content.

## PROFESSIONAL EXPERIENCE

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### Project Manager – Scrum Master

Nov 2021

Next Horizon IT & Digital Marketing Agency | nexthorizon.net

- Lead an agile team of marketers and web developers as we provided marketing, SEO, PPC, social media, and blogging services to over 20 businesses across various industries like city development, law, and technology.
- As Scrum Master, I facilitated teamwork with a hybrid team on simultaneous projects using Jira.
- Created and delivered team utilization reports, blocker reports, and project status updates weekly.
- Developed bespoke strategies for websites, advertising, and social to align with each of our client's goals.
- Tracked each of our client's performance and delivered monthly reports using Google Data Studio.
- Built pre-employment tests and held interviews for hiring digital marketers and web developers for our team.
- Updated websites regularly to perform both technical and functional SEO.

### Digital Marketing Specialist

May 2021 - Oct 2021

IC Realtime | icrealtime.com

- As a member of IC Realtime's B2B digital marketing team, I collaborated with other marketers, designers, and developers to promote and sell security cameras and surveillance software to third-party service providers.
- Developed a marketing strategy for weekly social media posts on LinkedIn, Facebook, and Twitter.
- Worked with our installers to create custom marketing materials for them to use when selling our products.
- Maintained an e-commerce store and shipped hardware nationwide.
- Collected and analyzed sales data to influence our strategies.

### SEO Specialist & Web Developer

Nov 2020 - May 2021

Laser Photonics Corporation | laserphotonics.com

- Optimized web performance and raised overall site health from 63% to 89% within the first month using SEMrush.
- Created, updated, and maintained landing pages, posts, and product pages using HTML and CSS with WordPress.
- Developed the "*Application Testing & Research Lab*" page to demonstrate our systems, which has become the 5<sup>th</sup> most visited page on the site. ([www.laserphotonics.com/test-lab](http://www.laserphotonics.com/test-lab))
- Monitored over 450 keywords with over 100 keywords ranking in the top 5 organic search results on Google.
- Revived YouTube channel by filming new content and regularly updating our channel which led to 4.08K subscribers and monetization.
- Drafted whitepapers and product brochures with InDesign to support the sales team and for use at tradeshows.
- Designed custom forms for landing pages which fed new leads into a CRM and email notification for sales.
- Logged lead counts, website analytics, and email marketing results for weekly sales and marketing meetings with upper management.

## Digital Marketing Manager

Mar 2019 - Aug 2020

Southeast Volusia Advertising Authority | visitnsbfl.com

- Served as primary marketing specialist implementing county-wide campaigns focusing on economic growth in New Smyrna Beach tourism.
- Oversaw creative development, media placement, reporting, budget, and all associated marketing programs.
- Initiated lead tracking for email marketing campaigns by using tracking pixels and Google tags.
- Developed innovative content to engage with our target audience through social media, maintaining 19.3k Instagram followers, 73.4k Facebook followers, and 6.2k Twitter followers.
- Worked closely with public relations to grow brand awareness and increase public engagement.
- Maintained multimedia archives for internal use and external use from journalists and other marketers.
- Earned recognition from the industry for our "Sustainable Tourism" marketing campaign used to promote eco-friendly programs to keep New Smyrna Beach's ecosystems healthy and thriving.

## Digital Marketing Specialist

Apr 2017 - Feb 2019

SkyBuilders USA | skybuildersusa.com

- Managed weekly email campaigns to over 100,000 contacts across 6 different industries.
- Developed content for all social media channels with strategies aimed to strengthen the brand and grow its online presence.
- Used business to business marketing techniques to build relationships with other contractors through social engagement.
- Established a data driven system to drive marketing initiatives based on results from A/B testing.
- Assisted in compiling all assets for corporate website and worked closely with development team to guide production.
- Utilized social media channels to raise over \$50,000 for Hurricane Irma relief efforts for the community around our corporate office in downtown Orlando.

## EDUCATION & CERTIFICATIONS

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<b>Bachelor of Arts in Digital Marketing</b>   Full Sail University	2010
<b>Certified in Full Stack Web Development</b>   University of Central Florida	2018
<b>Certified in Google Ads</b>   Google	2022
<b>Certified Scrum Master</b>   Scrum.org	2022

## SKILLS & ASSESSMENTS

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### Skills

- Digital Marketing
- Email Marketing
- Social Media Marketing
- Public Relations
- Copywriting
- Photoshop
- Illustrator
- B2B Marketing
- Premiere Pro
- Google Ads
- Google Data Studio
- Google Analytics
- Search Engine Marketing
- User Experience Design
- Keyword Research
- Process Engineering
- HubSpot
- SugarCRM
- B2C Marketing
- Hootsuite
- Pay Per Click (PPC)
- Jira
- Search Engine Optimization
- Web Development
- WordPress
- HTML & CSS
- React.js
- Keyword Research
- Amazon Web Services
- Agency Management
- SEO content writing
- Facebook Ads
- SEMrush

## Assessments taken on Indeed

- **Search Engine Optimization** — Highly Proficient
  - Interpreting online website performance metrics and understanding search engine optimization tactics
- **Graphic Design** — Highly Proficient
  - Using graphic design techniques and producing visual media to communicate concepts
- **Problem Solving** — Highly Proficient
  - Measures a candidate's ability to analyze relevant information when solving problems
- **Teamwork: Interpersonal Skills** — Expert
  - Responding to challenging team situations at work
- **Working with MS Word Documents** — Expert
  - Measures a candidate's knowledge of basic Microsoft Word techniques for word processing, including the use of tools to format or edit text
- **Verbal Communication** — Expert
  - Speaking clearly, correctly, and concisely
- **Written Communication** — Expert
  - Best practices for writing, including grammar, style, clarity, and brevity
- **Marketing Research** — Expert
  - Measures a candidate's knowledge of basic Microsoft Word techniques for word processing, including the use of tools to format or edit text
- **Social Media** — Highly Proficient
  - Creating content, communicating online, and building a brand's reputation
- **Marketing** — Expert
  - Understanding a target audience and how to best communicate with them