

David Villegas

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Summary

Versatile and proactive Digital Marketing Management professional with over 10 years of experience specializing in digital marketing to drive business growth. Adept at maintaining budgets, data analysis, communication, and utilizing marketing tools to drive business growth, brand awareness, and customer acquisition.

Experience

Samba Scientific | Remote

Digital Marketing Manager | 12/2022 – Present

- Actively managed digital marketing campaigns for biotech and life science clients such as PacBio, Singular Genomics, and Aviva Systems, increasing lead conversion rates by 5%.
- Managed monthly Google Advertising budgets exceeding \$10,000, optimizing performance through A/B testing, keyword adjustments, and bid strategy, resulting in over 20% click-through rates (CTR).
- Developed and implemented inbound and outbound marketing strategies using HubSpot, incorporating lead magnets, social media, and email marketing, leading to an average of 30 form submissions per month.
- Maintained client websites using WordPress, implementing content updates and optimizations that enhanced site performance, search engine optimization, and user experience, resulting in higher rankings in organic searches and lead conversions.

Next Horizon IT & Digital Marketing | Sanford, FL

Digital Marketing Project Manager | 11/2021 – 11/2022

- Directed an agile team through weekly sprints on Jira, enhancing workflow efficiency by implementing task prioritization strategies reducing average project turnaround time from four weeks to three weeks for all deliverables.
- Developed custom marketing, web development, social media, SEO, & PPC services to over 20 clients across various industries throughout Central Florida, boosting sales by an average of 10% in a quarter for all our clients.
- Designed and implemented custom reports in Google Looker Studio to track client KPIs effectively, resulting in a 30% improvement in data visualization for stakeholders and enhancing data-driven decision-making processes.

IC Realtime | Remote

Digital Marketing Specialist | 07/2016 – 11/2021

- Collaborated with a cross-functional team of marketers, designers, and developers to create and execute marketing campaigns, ensuring alignment with IC Realtime's overall business goals, which led to 10% more product sales each quarter, and supplied a steady stream of new leads for the sales team.
- Managed the day-to-day operations of the E-commerce store, overseeing inventory, order fulfillment, and customer interactions, which resulted in shipping over 50 units per day.
- Organized and promoted monthly Zoom webinars for installers and customers by collaborating with product experts and marketing teams, creating educational content that showcased product features and troubleshooting tips, resulting in increased customer knowledge and a 3% reduction in support requests.

Skills

Marketing Strategy, Data Analytics, Pay Per Click Advertising, Search Engine Optimization, Email Marketing, Conversion Optimization, Web Development, Social Media Marketing, Conversion Optimization, CRM Systems, Project Management, UX/UI Design, Marketing Automation, Ai Prompting, A/B Testing, E-commerce Marketing.

Education

Bachelor of Science in Marketing, Full Sail University
Full-Stack Web Development Bootcamp, UCF

Certifications

Google Digital Marketing, Google Analytics, Google Ads, HubSpot