

# DAVID VILLEGAS

## SENIOR DIGITAL MARKETING MANAGER

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### PROFESSIONAL PROFILE

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Digital marketing leader with 14+ years driving measurable growth across biotech and life sciences, B2B and B2C, ecommerce, and consumer services. I build full-funnel inbound and outbound programs that pair paid media, SEO, marketing automation, and web development with disciplined analytics. Hands-on with Google Ads, GA4, HubSpot, SEMrush, and Google Data Studio, and experienced leading cross-functional Agile teams.

### CORE COMPETENCIES

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#### Performance & Paid Media

Google Ads, PPC, paid social, A/B testing, bid strategy, budget management (\$300K+/mo)

#### Marketing Automation & CRM

HubSpot (onboarding, workflows, email), lead nurturing, inbound & outbound strategy

#### Leadership & Delivery

Team leadership, Agile/Scrum, Jira, Kanban, sprint planning, cross-functional management

#### SEO & Content

Technical SEO, SEMrush, Google Search Console, content strategy, blog & landing-page copy

#### AI & Martech

AI-assisted content & ad copy, prompt workflows, data analysis, marketing automation tooling

#### Social & Brand

Multi-platform social strategy, engagement growth, brand awareness, video/YouTube

#### Analytics & Reporting

GA4, Google Looker Studio, Google Tag Manager, KPI dashboards, conversion tracking

#### Web & Conversion

WordPress, HTML/CSS, CRO, UX, site speed, ADA compliance, lead-capture forms

#### Industries

Biotech & life sciences, B2B & B2C, consumer services, ecommerce, entertainment

### PROFESSIONAL EXPERIENCE

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#### Digital Marketing Manager | Samba Scientific

Dec 2022 – Present

*B2B marketing agency for biotech and life science brands, including PacBio, Singular Genomics, and Aviva Systems.*

- **Managed \$300K+ in monthly Google Ads budgets** across domestic and global markets, optimizing through A/B testing, keyword refinement, and bid strategy to consistently exceed client conversion targets.
- **Built and executed data-driven PPC, SEO, and content programs** for life science clients, generating high-quality leads and supporting sales pipeline growth.
- **Led HubSpot onboarding and implementation** for new clients, including CRM setup, data migration, and automation workflows that accelerated adoption and produced a steady flow of inbound form submissions.
- **Designed custom performance dashboards in Google Looker Studio** to track KPIs and give clients clear, decision-ready reporting.
- **Ran technical SEO audits with SEMrush and Google Search Console**, shaping custom strategies that improved organic rankings and site health.
- **Designed, built, and maintained WordPress sites** with a focus on site speed, UX, and SEO to lift engagement and conversions.
- **Applied AI tools to scale blog and ad-copy production** and to surface trends in large marketing datasets, cutting content turnaround while keeping human review on messaging and quality.
- **Developed multi-platform social strategies** that grew engagement, brand awareness, and client lead generation.
- **Built generative engine optimization (GEO/AEO) into client SEO strategy**, restructuring content and entities so brands surface and get cited in AI Overviews and answer engines like ChatGPT and Perplexity.

## Digital Marketing Project Manager | Next Horizon IT & Digital Marketing

Nov 2021 – Nov 2022

*Full-service digital agency serving 20+ B2C and B2B clients across Central Florida.*

- **Led a cross-functional Agile team** of marketers, developers, and designers, running weekly Jira sprints with Scrum and Kanban to deliver multi-channel campaigns.
- **Cut average project turnaround from four weeks to three** by introducing task-prioritization and workflow improvements across all deliverables.
- **Delivered marketing, web, social, SEO, and PPC services to 20+ clients**, boosting client sales by an average of 10% per quarter.
- **Built Looker Studio reporting** that improved KPI visibility for stakeholders and strengthened data-driven decisions.
- **Tracked team utilization and billable work**, reporting weekly to leadership and supporting recruiting, interviewing, and training of new hires.

## Digital Marketing Specialist | IC Realtime

Jul 2016 – Nov 2021

*Manufacturer and global distributor of professional video surveillance technology.*

- **Managed budgets exceeding \$250K**, allocating spend to maximize campaign performance and client retention.
- **Analyzed campaign metrics to refine targeting, messaging, and conversion tactics**, consistently exceeding KPIs.
- **Maintained an ecommerce store shipping 1,000+ units per week** and used automation tools to distribute marketing content across sales-agent social profiles.
- **Partnered with cross-functional teams** to deliver integrated campaigns aligned to each client's goals.

## Digital Marketing Specialist & Web Developer | Laser Photonics

Jan 2012 – Jun 2016

*Industrial laser systems manufacturer.*

- **Raised overall site health from 63% to 89%** within the first month through technical and on-page optimization.
- **Built and maintained landing pages, posts, and product pages** in WordPress with HTML and CSS, and designed custom lead-capture forms that fed new leads into the CRM.
- **Revived the company YouTube channel** with new content, growing it to 4.08K subscribers.
- **Mentored team members and built streamlined processes** that improved efficiency, while serving as a trusted strategic partner to clients.

## Digital Marketing Manager | Southeast Volusia Advertising Authority

Jun 2011 – Dec 2012

*Destination marketing organization for New Smyrna Beach tourism.*

- **Formulated comprehensive marketing strategies** aligned to client objectives and market trends, informed by market and competitive research.
- **Led cross-functional teams** executing integrated campaigns across multiple channels, managing timelines, budgets, and resources.
- **Established KPIs and performance metrics**, presenting strategies and results to clients and internal stakeholders.

## EDUCATION & CERTIFICATIONS

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**Bachelor of Science, Marketing** | Full Sail University, Orlando, FL

2010

**Full-Stack Web Development Boot Camp** | University of Central Florida

2018

**Certifications:** Certified Scrum Master (Scrum.org), Google Ads Certification, Google Analytics 4 Certification, HubSpot Marketing Hub, HubSpot Sales Hub