

DAVID VILLEGAS

WEB CONTENT & ORGANIC SEARCH LEAD

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PROFESSIONAL PROFILE

B2B digital marketer with 14+ years driving lead generation and measurable growth for complex, technical brands across biotech and life sciences, broader B2B and B2C, ecommerce, and consumer services. My core strengths include SEO, website management, paid advertising, and analytics that turn organic and paid traffic into qualified sales pipeline. I run full-funnel inbound and outbound programs and back every decision with data from Google Analytics, Google Search Console, and Bing Webmaster Tools. I also build, maintain, and optimize websites, landing pages, and content on WordPress. An early adopter of generative and answer-engine optimization (GEO/AEO), I restructure content so brands get cited and mentioned across today's most popular large language models.

CORE COMPETENCIES

Organic & AI Search

SEO, GEO/AEO, keyword, competitor & content-gap research, AI Overviews, ChatGPT, Perplexity

Marketing Automation & CRM

HubSpot (workflows, email), lead nurturing, marketing automation, inbound & outbound

Technical SEO

SEMrush, Search Console, crawlability, indexation, redirects, schema, site speed

Content Strategy & Writing

Content roadmap, writing for technical B2B audiences, blog, landing & solution pages, editing

Web Content & Development

WordPress, visual page builders, HTML/CSS, responsive QA, reusable page templates

Content Distribution

LinkedIn & organic social, email/newsletter content, content repurposing

Analytics & Reporting

GA4, Google Tag Manager, Data Studio, KPI dashboards, conversion & pipeline reporting

Conversion & CRO

CTAs, forms, page hierarchy, internal linking, A/B testing, ADA/accessibility

Industries

Biotech & life sciences, complex/regulated B2B, B2B & B2C, ecommerce, consumer services

PROFESSIONAL EXPERIENCE

Digital Marketing Manager | Samba Scientific

Dec 2022 – Present

B2B marketing agency for biotech and life science brands, including PacBio, Singular Genomics, and Advaita.

- **Built generative & answer-engine optimization (GEO/AEO) into client SEO strategy**, restructuring content so brands get cited across Google AI Overviews, ChatGPT, Gemini, and Perplexity.
- **Ran technical SEO audits with SEMrush and Google Search Console** to fix crawlability, indexation, redirect, and page-speed issues and improve organic rankings and site health.
- **Designed, built, and maintained WordPress sites and landing pages** focused on site speed, conversions, UX, and on-page SEO.
- **Built and executed data-driven SEO and content programs** for life science clients, writing and optimizing solution pages, blogs, and landing pages that generated high-quality leads and pipeline.
- **Designed custom performance dashboards in Data Studio** to track organic visibility, conversions, and KPIs, giving clients clear, decision-ready reporting for Google Ads, Google Analytics, LinkedIn, and other platforms.
- **Applied AI tools to generate blog and content production** and to surface trends in large marketing datasets, cutting turnaround while keeping human review on messaging and quality.
- **Led HubSpot onboarding and implementation** for new clients, including CRM setup, data migration, and automation workflows that automated lead scoring,
- **Developed multi-platform social and LinkedIn content strategies** that grew engagement, brand awareness, and client lead generation.

- **Managed \$300K+ in monthly Google Ads budgets** across domestic and global markets, exceeding client conversion targets.

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.
- **Delivered marketing, web, social, SEO, and PPC services to 20+ clients**, boosting client sales by an average of 10% per quarter.
- **Built Data 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 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 and reliability.

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, 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

Bachelor of Science | 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, HubSpot Service Hub.