

# DANIEL GONZALEZ

DIGITAL MARKETING AND GRAPHICS SPECIALIST

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## SKILLS

GOOGLE ADWORDS  
FACEBOOK BUSINESS TOOLS  
MARKETING PLAN CREATION  
GRAPHIC DESIGN  
CONTENT WRITING  
VIDEO EDIT  
MOTION GRAPHICS  
WEB DESIGN  
CLIENT RETENTION  
CREATIVE THINKER  
BRANDING

## TOP SOFTWARES

SKILL LEVEL ◆

ADOBE CREATIVE CLOUD ◆◆◆◆◆◆◆◆◆◆  
GOOGLE ADWORDS ◆◆◆◆◆◆◆◆◆◆  
GOOGLE ANALYTICS ◆◆◆◆◆◆◆◆◆◆  
FINALCUT ◆◆◆◆◆◆◆◆◆◆  
CANVA ◆◆◆◆◆◆◆◆◆◆  
WORDPRESS ◆◆◆◆◆◆◆◆◆◆  
MAILCHIMP ◆◆◆◆◆◆◆◆◆◆  
CONSTANT CONTACT ◆◆◆◆◆◆◆◆◆◆  
SPROUT SOCIAL ◆◆◆◆◆◆◆◆◆◆  
HOOTSUITE ◆◆◆◆◆◆◆◆◆◆

## EDUCATION

**MIAMI-DADE COLLEGE**  
MARKETING AND COMMUNICATIONS  
2005-2009

**SAE INSTITUTE**  
AUDIO ENGINEERING DIPLOMA  
2010-2011

## AWARDS AND CERTIFICATIONS

**GOOGLE ADWORDS CERTIFICATIONS**  
2012-2021

**YEXT CERTIFIED PROFESSIONAL**  
2013

## EXPERIENCE

### COREY ADVERTISING

SENIOR BRAND MANAGER

**JUNE 2021 - PRESENT**

- COMPLETE OVERSIGHT OF ALL GOOGLE PPC MANAGING MONTHLY 300K BUDGET CPA \$200.00
- MANAGING WEB DEVELOPMENT IN ACCORDANCE WITH COMPANY OBJECTIVES
- MAINTAIN COMMUNICATION WITH VENDORS AND CLIENT TO MAKE SURE ALL MARKETING OBJECTIVES ARE PERFORMING SUCCESSFULLY.

### LEON LEGAL GROUP

DIGITAL MARKETING SPECIALIST

**JULY 2020 - MAY 2021**

- COMPLETE BUILD OF 2021 MARKETING PLAN
- MAINTAINING BRAND DIRECTIVES THROUGH VISUAL MEDIA ON SOCIAL PLATFORMS. (FACEBOOK, INSTAGRAM, LINKEDIN)
- COMPLETE MANAGEMENT OF ALL GOOGLE ADS AND FACEBOOK PAID ADVERTISING MANAGING BUDGET OF \$15K PER MONTH

### THE YACHT GROUP

DIGITAL MARKETING SPECIALIST/ SENIOR GRAPHIC DESIGNER

**MAY 2019 - JUNE 2020**

- OVERSIGHT OF NEW PRODUCT ONLINE LAUNCH AND PPC CAMPAIGNS IN QTR 3 2019 - QTR 4 2019. \$280K IN CONVERSIONS AUGUST TO NOVEMBER.
- WORK CLOSELY WITH COO IN CHARGE OF SALES TO EXECUTE ONLINE MARKETING IMPLEMENTATIONS INCREASING EXISTING PRODUCT SALES THROUGHOUT 3RD AND 4TH QTR OF 2019.
- IMPLEMENT SALES TEAM STRATEGY FROM FEEDBACK, INTO GOOGLE ADS DIGITAL MARKETING EFFORTS.

### MPH CLUB

DIGITAL MARKETING ASSOCIATE

**JUNE 2017 - APRIL 2019**

- OVERSIGHT OF BRAND SEO OBJECTIVES.
- IDENTIFYING AND DEVELOPING STRATEGIC ALLIANCES TO RAISE CAPITAL FINANCING.
- RESEARCH OF MARKET STATISTICS, ANALYSIS, AND CREATION OF BUSINESS PLAN FOR 2018-2019