DANIEL GONZALEZ

DIGITAL MARKETING DIRECTOR

GROWTH STRATEGY / BRAND / PERFORMANCE MARKETING

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$650K
MONTHLY AD BUDGET MANAGED

44%
LOWER AD SPEND SAME RESULTS

15+years
ONLINE AD EXPERIENCE

PROFILE

Marketing leader with more than 15 years of agency and in-house experience across brand development, creative, paid media, and digital growth. I lead campaigns from concept through launch, manage large budgets, and use performance data to make every marketing dollar count.

EXPERIENCE

CURAAD MARKETING GROUP

Chief Operating Officer & Marketing Director 2024 - Present

- Run agency operations and delivery for major client accounts totaling $650,000 in monthly agency costs, managing schedules, timekeeping, and deadlines.
- Cut one client's monthly ad spend 44%, from $50,000 to $28,000, while maintaining comparable results; track client marketing spend through monthly reports and quarterly summaries.
- Lead creative, marketing, and development teams; introduced AI workflows that enabled the team to handle twice the workload.
- Direct client marketing strategy and campaign production from concept to launch across video, audio, graphics, billboards, digital ads, Spotify, and streaming.

PREMIUM HEALTHCARE

Marketing Director 2022 - 2023

- Developed brand messaging and acquisition campaigns that helped grow annual patient visits from 65,000 in 2021 to over 800,000 in 2024—a 1,130%+ increase.
- Spearheaded development and launch of the PHC app to improve patient communication, reducing monthly call center payroll from over $50,000 to $22,000.
- Led the founder's and shareholders' growth initiatives across 7+ South Florida medical centers, directing branding, demographic research, billboards, and digital and community outreach.
- Increased patient retention 60% through a feedback and service recovery system; implemented website appointment scheduling to support new patient acquisition and repeat visits.

COREY ADVERTISING

Senior Brand Manager 2021 - 2022

- Owned a national healthcare client's $600,000 monthly Google Ads budget across 20 campaigns, meeting patient intake targets within three months and supporting growth from $420,000 in monthly spend.
- Generated 500+ daily inquiry calls across eight detox and rehabilitation centers, tracking conversions, ROI, and KPIs through CallRail.
- Used conversion data and call quality reviews to refine keywords and target cost per click, guiding Google Ads spend from $380,000 to $460,000 per month.
- Wrote healthcare ad copy aligned with HIPAA requirements and Google policies; led a website redesign and software implementation to improve acquisition and conversion tracking.

FOCUS

PAID MEDIA & GROWTH

Digital Ad Strategy
Budget Ownership
Google Ads & META Ads
Lead Generation
Conversion Tracking

SEARCH & AUTOMATION

SEO & SEM strategy
Email automation

BRAND & CREATIVE

Brand Concepts & Guidelines
Logo and Ad Design
Graphic Design
Video Editing

DIGITAL USER EXPERIENCE

Website Strategy
Web Design & Development
WordPress Management
Campaign Landing Pages

TOOLS

Google Ads • Google Tag Manager • Meta Ads • LinkedIN Ads • Dripify • HubSpot • Google Analytics • Looker Studio • CallRail • ChatGPT • Synthesia • SEMRush • Wordpress • Adobe Creative Cloud • Photoshop • Illustrator • InDesign • Canva • CapCut • After Effects • Premier • Mailchimp • Microsoft Office 365 • Teams • Excel • Word • Zoom • Zoom Info • LinkedIN • YouTube

EDUCATION

CORNELL UNIVERSITY
Digital Marketing Degree
In Progress • expected 2027

SAE INSTITUTE
Audio Engineering Diploma

MIAMI DADE COLLEGE
Marketing and Communications Coursework