



Alfredo Guida

MARKETING PROFESSIONAL

CONTACT

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PERSONAL INFO

- Birth Date: Oct 21 - 1994
- Nationality: Venezuela
- Location: Argentina

LANGUAGES

Native:

- Spanish
- English

SKILLS

- SEO SEM Google Analytics
- Social Media Management
- Google Tag Manager SQL
- Google Ads TikTok Ads
- Twitter Ads LinkedIn Ads
- Facebook Ads Quora Ads
- Reddit Ads Quora Ads GPT-4
- Wordpress Shopify
- Hubspot e-commerce
- Email Marketing Tableau
- Photoshop Illustrator CRO

PROFILE

A seasoned Digital Marketing professional with over 10 years of experience in SEM, Paid Media, and SEO. Proven track record in managing large-scale paid campaigns (over 1M budgets), achieving performance goals for B2B and DTC. Experienced in mentoring and coaching teams responsible for performance-focused campaigns across various channels.

EXPERIENCE 1 of 2

Acquisition Growth Marketing Manager

Shapermint Oct 2022 - Present | Remote

- Managing DTC Performance Marketing at scale, with a daily ad spend of USD 40K-80K on Meta channels (Over \$1M/month).
- Launching and optimizing acquisition paid campaigns for various fashion and apparel products.
- Setting A/B testing experiments to optimize key performance indicators.
- Collaborating with creative teams to generate high-converting assets for direct-response campaigns.
- Expanding product catalog to international markets through paid acquisition channels.
- Leading a diverse team and collaborating with internal and external stakeholders.
- Conducting comprehensive analysis and providing strategic recommendations.

Paid Media Manager

Toptal Dec 2021 - Nov 2022 | Remote

- Led the strategic development and execution of Toptal's inbound SMB client acquisition initiatives, focusing on social and display advertising channels.
- Managed a diverse team responsible for performance-focused campaigns across all social & display channels, including Facebook, LinkedIn, YouTube, Twitter, Quora, Reddit, Pmax, and GDN.
- Mentored and coached team members, fostering a culture of continuous learning and improvement.
- Achieved year-on-year hyper-growth, contributing significantly to the company's overall performance.


Social Media Growth Strategist

Toptal Jan 2020 - Feb 2022 | Remote

- Developed and implemented comprehensive paid social campaign strategies to promote published content, aligning with the company's content editorial calendar.
- Managed budgets and optimizations for paid social performance campaigns, generating new clients and talent.
- Ensured digital opportunities were maximized by integrating paid strategies within social channels for content promotion.
- Implemented industry best practices and ensured campaigns were immaculately tracked to measure performance.

EDUCATION


Marketing & Business Administration

2016 – 2021 | UADE 

Digital Marketing

2016 – 2017 | Next U, Inc 

Electrical engineering (Studies until the 4th semester)

2012 – 2014 | ULA 

CERTIFICATIONS

Google Ads (Search, Display, Video, Shopping, Google Analytics)



Meta Certified Professional
(Media Planning & Media Buying)



Bing Ads Accredited Professional



Inbound Marketing | Email Marketing



Community Management



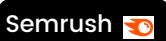
Twitter Test Flight
(Performance & Video Ads Specialists)



E-Commerce | Web Analytics



Technical SEO



SQL Bootcamp



EXPERIENCE 2 of 2


Digital User Acquisition Analyst

Brainlabs 

Dec 2018 – Nov 2019 | Remote 

- Managed high-budget paid media campaigns (over 500,000 USD monthly) for several clients, focusing on achieving positive ROAS (2+).
- Developed and executed strategies for all paid media campaigns, optimizing performance in digital channels, primarily Google and Facebook.
- Specialized in Mobile campaigns for app installs, AOE and VO on Facebook and Google UAC.
- Successfully met and exceeded performance goals, contributing to the company's growth.

Digital Marketing Tutor


Next U, Inc 

May 2017 – Dec 2022 | Remote 

- Provided tutoring to students of Digital Marketing courses in areas such as Paid Media, Community Management, SEO, Marketing Strategy, and Digital Analytics.
- Contributed to the growth of one of the fastest-growing e-Learning platforms in Latin America.
- Shared extensive knowledge and experience in various areas of digital marketing, helping students to enhance their skills and understanding.

Digital Analytics Analyst

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Aug 2018 – Dec 2018 | Argentina 

- Led the creation, strategy, monitoring, control, and optimization of all digital campaigns for Large Financial Institutions and Multinational Brands like Movistar, Unilever, and Banco Galicia.
- Utilized both organic (SEO, Social Growth) and paid (SEM, PPC) strategies to achieve the company's acquisition and retention objectives.
- Conducted social listening (open and closed) and deep-dive analytics analysis to improve campaign performance.

Digital Marketing Analyst Sr

Leadaki / Cliengo 

Aug 2017 – Jul 2018 | Argentina 

- Led the creation, strategy, monitoring, control, and optimization of all digital campaigns for Large Financial Institutions and Multinational Brands like Movistar, Unilever, and Banco Galicia.
- Utilized both organic (SEO, Social Growth) and paid (SEM, PPC) strategies to achieve the company's acquisition and retention objectives.
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