


# Alfredo Guida

Digital Marketing Specialist

contacto@alfredoguida.com 

alfredoguida.com 

+541123867005 

I'm an expert in digital marketing, I specialize in SEM, PPC and SEO with 6 years of experience working as a freelancer and in several recognized agencies with focus on performance and generation of potential clients. Thanks to this I have been able to work with a large number of companies obtaining extensive knowledge in various areas of digital marketing. Knowledge that I have been able to share as an expert tutor in one of the fastest growing e-Learning platforms in Latin America and my personal blog [alfredoguida.com](http://alfredoguida.com)



## EXPERIENCE

### SOCIAL MEDIA GROWTH STRATEGIST

Toptal | Jan 2020 - Today | Remote

- Monitor and implement paid campaigns to promote published content, in accordance with our content editorial calendar.
- Own and execute budgets and optimizations for paid social performance campaigns to generate new clients.
- Ensure that social channels and promoted content align with industry best practices and campaigns are immaculately tracked to measure performance.

### DIGITAL MARKETING TUTOR

Next U Inc. | May 2017 - Today | Remote

- Tutoring students of Digital Marketing courses, Community Management, SEO, Digital Analytics, among others, in the e-learning academy of greater expansion in Latin America.

### DIGITAL USER ACQUISITION ANALYST

Consumer Acquisition | Dec 2018 - Jan 2020 | Remote

- Responsible for digital campaigns with budgets over 500.000 USD monthly.
- Design, implementation and optimization of advertising campaigns for performance in digital channels (mainly Google and Facebook) for clients from all over the world.
- Focus on Mobile campaigns for app installs, AOE and VO on Facebook and Google UAC.

### DIGITAL ANALYTICS ANALYST

Wunderman | Aug 2018 - Dec 2018 | Argentina

- For the digital accounts of Large Financial Institutions and Multinational Brands:
- Creation, design, monitoring, control and optimization of all the digital campaigns, both organic (SEO, Social Growth) and paid (SEM, PPC) in all its accounts to achieve the company objectives.
- Social listening (open and closed) and Google Analytics deepdive to improve campaigns performance.
- Creation of reports for all campaigns with recommendations and steps to follow for the client.

### DIGITAL MARKETING ANALYST SR

Leadaki S.A | Aug 2017 - Jun 2018 | Argentina

- Responsible for digital campaigns.
- Design, implementation and optimization of advertising campaigns for performance & branding in digital channels (mainly Google and Facebook).
- Comprehensive campaign planning: selection of keywords, placements and segmentation variables, copywriting.
- Advanced management of Google and Facebook platforms and Google Tag Manager implementation on site.

## EDUCATION

### MARKETING & BUSINESS ADMINISTRATION

UADE | 2016-2021

### ELECTRICAL ENGINEER

Universidad de Los Andes (ULA) Venezuela | 2012 - 2014 - Studies until the 4th semester.

### DIGITAL MARKETING

Next University Inc. | 2016 - 2017

## CERTIFICATIONS

### GOOGLE ADWORDS (SEARCH, DISPLAY, VIDEO, SHOPPING) | GOOGLE ANALYTICS

Google

### INBOUND MARKETING | EMAIL MARKETING

Hubspot

### BING ADS ACCREDITED PROFESSIONAL

Microsoft

### COMMUNITY MANAGEMENT

Universidad Central de Venezuela (UCV)

### E-COMMERCE | WEB ANALYTICS

Escuela de Organización Industrial (EOI)

## PERSONAL INFO

In this world since: 21/10/1994

Nationality: Venezuelan

Location: CABA, Argentina

## LANGUAGES

Spanish - Native

English - Almost Native

## KNOWLEDGE

- SEO / SEM
- Social Networks Management
- Google Adwords
- Google Analytics
- Google Tag Manager
- Facebook Business Manager
- LinkedIn Ads
- Twitter Ads
- e-Commerce
- Wordpress
- Hubspot CRM
- Salesforce
- Hotjar
- Photoshop
- Illustrator
- Web Design / UX
- Email Marketing
- Mobile Marketing
- Growth Hacking
- Inbound Marketing
- SocialBakers
- SQL

## SOCIAL



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