



CONTACT

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Alfredo Guida

MARKETING PROFESSIONAL

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.

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

EXPERIENCE 1 of 2

Growth Manager

Influur



Aug 2023 - Present | Remote



- Leading the strategic development and execution of Influur's inbound acquisition initiatives for creators (DTC app) and brands (B2B), focusing on SEO, search, social and display advertising channels.
- Managing a diverse team responsible for user acquisition and retention, in charge of campaigns for every step of the conversion funnel across all social & display channels, including Google, Meta and LinkedIn.
- Leading paid partnerships and growth related efforts to position Influur as though leader in the influencer marketing industry.
- Achieving month-to-month growth aligning marketing and sales inbound revenue efforts.

Acquisition Growth Marketing Manager

Shapermint



Oct 2022 - Aug 2023 | 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.

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



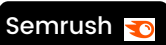
Twitter Test Flight
(Performance & Video Ads Specialists)



E-Commerce | Web Analytics



Technical SEO



SQL Bootcamp



EXPERIENCE 2 of 2

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.


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

Wunderman T 

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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