Rudy Gonzalez

Digital Marketing Manager

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Professional summary

Digital Marketing Manager with a focus on Marketing Campaign Building, SEO, SEM, Content Creation, E-Commerce, and Digital problem solving. Lifelong Experience in the use of a variety of marketing web technologies. Committed to driving innovation, efficiency, and successful results.

Links

Web Portfolio   Linkedin

Employment history

JUL 2023 - APR 2024

Digital Content Specialist, Barcodes

- Elevated 3 e-commerce platforms by optimizing content and SEO, leading to enhanced web presence.
- Content Management of Magento Shopping cart for 3 E-Commerce Magento Systems.
- Partnered with a 10+ member team to refine Magento systems, boosting efficiency and user experience.
- Handling of a portion of company-wide Incoming Web Content Tickets.
- Collaboration with 10+ Team on content analysis, Magento shopping cart development and troubleshooting.
- Use of ChatGPT for the use of Article content creation.
- Multiple Magento Shopping Carts SEO.
- Article SEO optimization on Wordpress Blog with Yoast SEO.
- Article Product Creation for 3 Store Blogs.
- Manual Migration of simple and complex product data for between multiple Magento store shopping carts.
- Product Content Updating, and webmaster.
- Pioneered the use of ChatGPT for content creation, setting a new standard in article quality and engagement.
- Managed complex product data migration across multiple Magento carts, ensuring accuracy and consistency.
- Analyzed web content tickets, delivering timely solutions that supported company-wide digital strategies.
- Spearheaded SEO strategies, elevating site traffic and user engagement across 3 e-commerce platforms.

JUL 2022 - PRESENT

Ai Multimedia Specialist, OTMS Media (Remote Weekend Work)

- Pioneered AI-driven multimedia projects, enhancing creative output and efficiency at OTMS Media.
- Creative Research considerations of ChatGPT, and other Ais.
- ChatGPT Prompt engineering for the use of creative and technical research, and textual functions.
- Creation of unique and well-devised prompts in order to received desired outputs for both creative, and technical works.
- Use of other Ais including Artificial Studio, Elevenlabs, Voicify, Landr, Gen2, Deepswap.
- Boosted project completion rate by 30% through strategic use of AI tools for multimedia creation.
- Use of Kaiber Ai for creation of artistic animations, and short-films.
- Use of Midjourney & Leonardo Ai for the creation of artistic, and commercial business graphical works, logos, and visual environments.
- Ensured high-quality multimedia content by meticulous application of AI in editing and animation.
- Use of Garage Band, Sound Forge, and Logic Audio for audio editing in various types of multimedia settings.
- Use of Studio DID for the creation of unique Ai conversational avatars creative, and business presentations.
- Led a team in integrating AI technologies, fostering a culture of innovation and teamwork in multimedia projects.
- Transformed multimedia production at OTMS Media by advocating for and implementing cutting-edge AI solutions.
- Spearheaded AI integration, boosting multimedia project efficiency by 30% at OTMS Media.

NOV 2021 - JUL 2023

Digital Marketing & IT Specialist, Brown Harris Stevens

- Led CMS customization, boosting website traffic by 30% through targeted SEO strategies.
- Custom CMS management.
- Remote IT support for realtors, and staff.
- Real Estate IDX technology development and assistance.
- Organic seo administration
- Social Media growth and content strategy (Insta, FB)
- Wordpress webmastering and content administration
- Social Media Realtor social media analysis and advice
- Wordpesss Web Design & Development
- Social Media Strategy for FB, Instagram, Youtube.
- Social Media Analysis, Strategy, and Growth methods.
- Developed and executed a comprehensive online marketing strategy, expanding digital footprint.

OCT 2020 - NOV 2021

Digital Advertising Analyst, Sincro / Ansira

- Boosted client satisfaction by resolving internal tickets and optimizing digital ad campaigns.
- Applied analytical skills for SEO/SEM strategies, improving visibility and engagement.
- Pioneered effective Google AdWords and social media campaigns, elevating brand presence.
- Teamed with 30+ colleagues to share marketing insights, enhancing project outcomes.
- Managed and fine-tuned digital advertising efforts using Salesforce and Social Suite.
- Elevated client retention by enhancing digital ad campaign strategies and customer support.
- Analyzed digital campaign performance, leading to strategic adjustments and enhanced client engagement.
- Initiated innovative digital marketing strategies, setting new benchmarks for campaign success.

Content Delivery Manager, Humana

- Elevated 45+ cross-media campaigns, enhancing digital/print synergy, excelling in multi-channel management.
- IMO (Intelligent Medical Objects) systems management.
- Multiple channel management: Web/Digital, Direct Mail, SMS.
- Creation of successful advertising and campaigning projects.
- Oversight and management of over 45+ cross media campaigns.
- Collaboration with Digital and Print 35+ production team.

- Streamlined campaign operations, integrating IMO systems, and ensuring precision in 35+ team collaborations.
- Pioneered advertising projects, leveraging web and direct mail channels, to drive groundbreaking campaign success.
- Managed intricate cross-media campaigns, focusing on meticulous coordination across web, SMS, and direct mail.
- Fostered team synergy in digital/print domains, leading 35+ production units to campaign excellence.
- Optimized 45+ cross-media campaigns by integrating IMO systems, enhancing efficiency.
- Spearheaded 45+ campaigns, uniting digital and print, boosting efficiency and team collaboration.
- Orchestrated cross-media campaigns with a keen eye for detail, ensuring flawless execution across channels.
- Ensured impeccable campaign execution, focusing on precision in digital and print collaborations.

Web and Project Manager, Local Management

MAR 2018 - SEP 2018

- Spearheaded 40+ web projects, boosting organic traffic via SEO and keyword strategies.
- Social Media Strategy creation (instagram, FB, Youtube)
- Instagram and FB organic targeting and growth methods.
- Created and revised guidelines for content development, software applications, and best practices for the digital signage system.
- Wordpress website design & development.
- Creating FB and Instagram facebook AD campaigns.
- Implemented cutting-edge digital marketing strategies, enhancing online presence.
- E-Commerce research and web development.
- Technical and strategic project analysis.
- Handling Incoming web trouble tickets and resolutions.
- SEO analysis, keywords research, and competitor analysis
- Optimized WordPress sites for SEO, improving Yext and Yelp visibility.
- Led team training in WordPress SEO, fostering a knowledge-sharing environment.
- Wordpress Yoast SEO personnel and team training.
- Carried out SEO, and Keyword Research, and creating organic back-linking strategies and web content development.
- Created strategized digital campaigns, and directed SEO based content development best suitable to highest organic traffic.
- Provided UI/UX A/B testing CMS landing page proposals.
- Pioneered UI/UX testing for CMS landing pages, elevating user engagement.
- SEMRush, Ahrefs, Spyfu, Gmetrix Specialist.
- Creating Google Analytics, and Social Media.
- Drove 40+ web projects to success, amplifying SEO impact and team SEO skillsets and training.
- Creation of successful advertising and campaigning projects
- Yext, Brightlocal, Yelp Ads and organic seo administration.
- Led digital marketing strategies, enhancing online presence and SEO visibility.
- Wordpress Yoast SEO Content Optimization

- Pioneered UI/UX A/B testing for CMS, boosting user engagement through intuitive design.
- Optimized WordPress for SEO, improving visibility and driving organic traffic.
- Conducted team training in WordPress SEO, enhancing collective digital marketing skills.
- Enhanced web project delivery, achieving a 20% increase in client satisfaction.

Digital Marketing Manager, The Related Group

- Managed and optimized Adwords campaigns for a leading marketing agency, enhancing brand visibility.
- Spearheaded the growth of 5+ Instagram accounts through innovative social media strategies.
- Led a web development team, implementing Web 3.0 technical standards for optimal performance.
- Conducted forensic competitor analysis, providing valuable business intelligence for strategic planning.
- Oversaw the customization and development of 30+ WordPress sites, improving user experience.

- Led digital transformation by integrating Web 3.0, enhancing 30+ websites' performance.
- Boosted Instagram followers by 20% through strategic content and collaboration.
- Pioneered use of Microstrategy for data-driven marketing insights, improving campaign ROI.
- Managed Adwords with a monthly budget of 10k+, optimizing for cost-effective leads.
- Conducted forensic competitor analysis to inform strategic marketing decisions.
- Revolutionized online customer engagement, increasing conversions by 15% through targeted campaigns.
- Reduced cost per acquisition by 30% through targeted A/B testing.
- Introduced chatbot technology, enhancing customer service interactions.

Marketing Manager Specialist & Growth Marketer, Creative Propulsion Labs

- Spearheaded Google Adwords campaigns optimization, enhancing client reach
- Conducted comprehensive competitor keywords analysis
- Pioneered the creation of Klavyo email campaigns, improving customer engagement
- Creating Klavyo email campaigns - Segments, Flows. Templates
- Competitor and Industry-specific email scraping for use in look-alike google, and social media campaigns
- Facebook and Instagram campaign creation, and targeting
- Competitor keyword analysis with Web tools: SEMRush, Spyfu
- SEO website improvement analysis and optimization.

Digital Marketing Specialist, Entertainment Dynamix

- Customized WordPress Templates, improving site functionality
- Maintained active security and backup modules, ensuring data integrity
- Used third-party tools like Spyfu, SEMRush, and Alexa for in-depth analysis
- Conducted target audience analysis and hashtag campaign targeting, improving social media engagement
- Performed content analysis for highest social and ROI return, maximizing investment
- Design collaboration of all graphics on the sites
- Ensuring all web standards are up to date on site(s)
- Translating the business to technical needs of CEO
- Yoast SEO use for optimization of site and articles
- Google Adwords Campaign management and budgeting
- Keyword analysis, and selection for multiple marketing campaigns
- Google Adwords campaign creation
- Creating thorough reports in Word, Excel, and Powerpoint
- Social Media Target audience analysis, Hashtag campaign targeting
- Indiegogo and Kickstarter campaign organizer
- Arts and Entertainment budget analysis, and business plan drafting
- Competitor and market analysis for arts and entertainment industry, and music venue industries
- Film industry analysis, and film fund raising through indiegogo
- Nielsen Arbitron ratings analysis

Digital Marketing Specialist & Marketing Team Lead, WellAway Limited

- Directed digital marketing initiatives, driving brand visibility
- UI/UX look and feel of the sites
- Design of the graphics and elements for the site
- Web Administration of incoming web tickets handling.
- Plugin configuration and customization for wordpress and Drupal.
- CSS and PHP customization and development for site
- Yoast SEO use for optimization of site and articles
- Google Adwords Campaign management and budgeting
- Creation of Google Adwords campaign, and maintenance with high ROI
- Use of third party analysis tools including Spyfu, SEMRush, and Alexa
- Keyword analysis, and selection for multiple marketing campaigns
- Youtube Video campaigns with strong ROI on call to action buttons
- Social Media Competitor research and analysis via Iconosquare, and others
- Social Media Target Audience analysis, Hashtag campaign targeting
- Social Media automation mechanism scripting for traffic funneling on Instagram, Facebook, and Twitter.
- Creation of over 12+ videos for the global healthcare industry.
- Female Voice-overs recording in 3 foreign languages for video commercials
- Creation of original music for video commercial ADs
- Design of graphical elements included in video ADs
- Technical competitor analysis, and emulation of concepts strategies.
- Forensic web technology Ping/Analysis method for emulation of concept strategies
- Worldwide audience study, targeting, and psychological analysis for new member registrations.
- Electronic HIPAA compliance rules knowledge
- Design of customized email templates
- Creation of targeted audience email campaigns
- Custom scripted email scraping techniques to acquire targeted emails lists
- Setup of offshore server as a custom email server with no restrictions

Web Developer, HomeKO

- Customized E-Commerce Zencart shopping cart extension at HomeKO
- Tailored industry-specific functionalities
- Enhanced user experience and shopping efficiency
- Solved complex coding challenges
- Boosted online sales by improving site functionality
- E-Commerce Zencart shopping cart extension customization for industry specific functions
- E-Commerce Zencart UI/UX CSS customization
- Creation and customization of Wordpress sites in UI/UX and widget implementation
- Recommending and implementing extensions used best for Industry specific function

Digital Marketing Manager, Audiopipe

- Spearheaded the development of a comprehensive E-Commerce system
- Utilized Opencart shopping cart for implementation
- Collaborated with cross-functional teams for smooth execution
- Successfully enhanced online sales potential
- Creation of full E-Commerce system via Opencart shopping cart
- Customization of extensions on Opencart to suit industry specific business rules and UI/UX.
- Creation and maintenance of a custom built RMA web Ticketing system for customers
- Creation of 10+ wordpress sites, and landing pages for specific audience targeting
- Design of phone application for Apple and Android phones showcasing multiple functions
- Design of "Subwoofer Test" MP3 player intended for phone app
- Web Administration of Linux Apache Servers
- Web Development and multimedia projects team lead
- Social Media Competitor research and analysis via Iconosquare, and others
- Creation and buildup of a Facebook group to 60k+ fans and followers
- Yoast SEO use for optimization of site and articles.
- Google Adwords Campaign management and budgeting
- Created and maintained Google Adwords campaigns with strong ROI yield returns
- Use of third party analysis tools including Spyfu, SEMRush, and Alexa
- Keyword analysis, and selection for multiple marketing campaigns
- Creation of over 20+ videos for the car and pro audio industries
- Technical narrator video creation and editing for car and pro audio industry
- Creation of original music for video commercial ADs, and technical videos
- Creation of technical manual PDFs that included texts, and graphical explanations.
- Creation of technical manual online system
- Coordination of live events with DJs for Brandsmart USA

Web Developer & E-Commerce Specialist / IT Manager, USA Tile And Marble

- Spearheaded full e-commerce shopping development for Zencart
- Assisted in the Management of IT operations at USA Tile And Marble
- Custom industry-specific extension customization for Zencart
- SugarCRM setup and management
- Providing support to virtual salespeople for incoming E-Commerce orders
- Updating and maintaining the technical and graphical needs of the e-commerce system
- Research and analysis for the Tile and flooring industry
- Competitor analysis, and technical E-commerce system recommendations and implementations
- Social Media competitor research and analysis via Iconosquare, and others
- Social Media Target Audience analysis, Hashtag campaign targeting
- Social Media automation mechanism scripting for traffic funneling on Instagram, and Facebook.
- Providing IT Support to Wyse terminals
- PC/Desktop troubleshooting support
- IT Server Support
- Help Desk Support
- Local to Cloud migration VPN support
- E-Commerce SAGE/MAS integration into Zencart shopping cart
- Cloud server and active directory support
- Polycom & Panasonic VOIP phone programming and deployment - 50 phone

Digital Marketing Manager, Nippon America

- Spearheaded the development of a comprehensive E-Commerce system
- Utilized Opencart shopping cart for the project
- Collaborated with cross-functional teams to ensure project success
- Problem-solved to overcome technical challenges
- Boosted company's online presence and sales
- Creation of full E-Commerce system via Opencart shopping cart
- Customization of extensions on Opencart to suit industry specific business rules and UI/UX
- Creation of 10+ wordpress sites, and landing pages for specific audience targeting
- Yoast SEO use for optimization of site and articles
- Google Adwords Campaign management and budgeting
- Created and maintained Google Adwords campaigns with strong ROI yield returns
- Use of third party analysis tools including Spyfu, SEMRush, and Alexa
- Keyword analysis, and selection for multiple marketing campaigns
- Creation of technical manual PDFs that included texts, and graphical explanations
- Creation of technical manual online system

DEC 1999 - DEC 2002

MIAMI, FLORIDA

Compucare Systems Inc, Web Designer & Developer / IT Support

- Provided IT support and web design services at Compucare Systems Inc
- Regularly visited client sites for issue resolution
- Troubleshot complex IT problems with innovative solutions
- Enhanced client satisfaction through quick and effective problem-solving
- Significantly reduced system downtime through proactive IT support
- Wordpress design and customization for client websites.
- Joomla design and customization for industry specific systems
- Technical Research and analysis for the best system solutions for industry specific functions

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Education

JAN 2004 - NOV 2006

MIAMI, FLORIDA

Masters of Micro Information Systems, University of Phoenix

JAN 2000 - FEB 2004

MIAMI, FLORIDA

Bachelors of Digital Web Marketing, University of Phoenix

FEB 1997 - MAR 2000

MIAMI, FLORIDA

Bachelors of Information Technology, University of Phoenix

Skills

SEO (Experienced)

SEM (Experienced)

AI (Skillful)

Web Administration (Experienced)

Social Media Strategy (Experienced)

E-Commerce Web Design (Experienced)

Digital Content Strategies (Experienced)

Growth Marketing (Experienced)

Advertising (Experienced)

Salesforce Marketing Cloud (Skillful)

Adobe Cloud (Skillful)

CRM (Experienced)

Presentations (Experienced)

E-Marketing Data Analysis (Experienced)

Digital Sales (Experienced)
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B2C (Experienced)
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B2B (Experienced)
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Healthcare (Experienced)
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Electronics Manufacturer Brands (Skillful)
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Artists (Experienced)
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Real Estate (Experienced)
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Arts and Entertainment (Experienced)
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Product and Services (Experienced)
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Ai Prompt Engineering (Experienced)
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Magento Shopping Cart (Experienced)
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Product Content Updating (Experienced)
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Webmaster (Expert)
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Migration of Product Data (Experienced)
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Article Product Creation (Experienced)
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SEO Optimization

ChatGPT

Incoming Web Content Tickets

Content Analysis

Magento Shopping Cart Development

Troubleshooting

Digital Marketing

Marketing Campaign Building

Content Creation

AI

Marketing Web Technologies

Multimedia Specialist

ChatGPT Prompt Engineering

Midjourney & Leonardo Ai

Kaiber Ai

Studio DID

Garage Band

Sound Forge

Logic Audio

Artificial Studio

Elevenlabs

Voicify

Landr

Gen2

Deepswap

Creative Research

Digital Advertising Analyst

Google Adwords Campaigns

Social Suite Campaigns

Salesforce Marketing Cloud

Supporting Internal Tickets

SEO/SEM Methods

Search Campaigns

Display Campaigns

Video Campaigns

Collaborative Marketing

Content Delivery Manager

Cross Media Campaigns

Web/Digital Management

Direct Mail Management

SMS Management

Digital and Print Collaboration

Advertising and Campaigning

IMO Systems Management

Web and Project Manager

Wordpress Website Design

FB and Instagram AD Campaigns

Content Development Guidelines

Software Applications

Digital Signage System	Salesforce Marketing Cloud
Instagram and FB Organic Targeting	Social Media Strategy Creation
Linux Web Server Administration	Yext
Brightlocal	Yelp Ads
Google Analytics	SEO Analysis
Keyword Research	UI/UX A/B Testing
CMS Landing Page Proposals	SEMRush
Ahrefs	Spyfu
Gmetrix	Carried Out SEO
Organic Back-linking Strategies	Wordpress Yoast SEO
Handling Incoming Web Tickets	Technical and Strategic Project Analysis
E-Commerce Research	Project Management
Digital Marketing & IT Specialist	Custom CMS Management
Social Media Strategy	Wordpress Web Design
Social Media Realtor Analysis	Wordpress Webmastering
Real Estate IDX Technology	Adobe Analytics
Creating Paid Social Media Campaigns	Marketing Agency SEO/SEM Management
Web Development Team Lead	Forensic Competitor Analysis
Business Intelligence Gathering	Google Adwords Oversight
Wordpress Customization	Web 3.0 Technical Standards
SEO and Keyword Research	Extensions Implementation
CMS Customizations	Web Technologies Help Desk Tickets
Creating Effective Lead Funnels	Digital Marketing Coordinator
Custom CMS Management	Competitor Web Analysis
Social Media Analysis	Collaboration for SEO/SEM
Customized Wordpress Sites	Optimization of Wordpress Sites
Competitor Research and Analysis	Digital Marketing Manager
Marketing Agency Adwords Campaigns	Web Server Administration
Social Media Strategy and Growth	Salesforce Marketing Cloud
Social Media Photography	Adobe Analytics
Creating Paid Social Media Campaigns	Web Development Team Lead
Creating Dashboards	Google Adwords Oversight and Analysis
Wordpress Customization and Development	Webmaster for Wordpress Sites
Web 3.0 Technical Standards	SEO and Keyword Research
Carried Out SEO	Keyword Researches
Organic Back-linking Strategies	Digital Marketing Manager Specialist
Google Adwords/PPC Campaigns	Klavyo Email Campaigns

Social Media Strategy

Salesforce Marketing Cloud

Paid Search and Paid Social Campaigns

Web Design and Webmastering

Plugin Configuration and Customization

Translating Business Needs into Technical Needs

Competitor Research and Analysis

SEO/SEM Specialist

Adobe Analytics

Web Administration

Salesforce Marketing Cloud

Social Media Growth and Content Strategy

Custom Email Scraping Techniques

Creating and Maintaining Google Adwords Campaigns

SEO of Wordpress Sites

Email Campaign Management

Internet

Competitor Keyword Search Analysis

Creation of Successful Advertising and Campaigning Projects

Drupal and Magento Web Development

UI/UX Look and Feel Site Design

Active Security and Backup Modules Maintenance

Yoast SEO

Digital Marketing Specialist

Google Analytics

Creating Dashboards

Paid Search and Paid Social Campaigns

Wordpress and Drupal Development

Business Intelligence and Competitor Analysis

Detailed Analytics and Business Reports

Electronic HIPAA Compliance Rules

Article Creation for SEO Purposes

Creation of Health and Well-being Articles

Languages

English (Native)
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Spanish (Highly proficient)
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Portuguese (Native)
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Hobbies

I love technology, arts, music, and cryptocurrency. I am also a musician-drummer, and have been involved with the arts and entertainment realm all of my life. I am also very excited about multimedia, Ai, and the world of blockchain technology.

References

Available Upon Request