

Guillermo Bravo

ONLINE MARKETING SPECIALIST

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ABOUT ME

I have 9 years of experience applying my expertise to marketing teams in both the startup and agency environments. My passion is spearheading initiatives to drive sales, expand lead generation and develop intuitive strategies. I combine big-picture thinking, innovation, collaboration, and creativity to drive marketing campaigns.



PROFESSIONAL EXPERIENCE

CASHINBIS LLC

Chief Marketing Officer, September 2014 - Present

- Executed a social media marketing campaign to grow the following to 150,000 niche followers within 1 year through pay per click campaigns, influencer marketing, viral marketing, and media partnerships.
- Successfully managed a team of 5 to meet website traffic, social media following, and revenue goals on a monthly basis.
- Developed unique lead generation methods to gather highly qualified entrepreneur, investor, and consumer leads.
- Managed all technology elements of the online publication including hosting, website development, lead generation, and social media.

BAMBOOKI, INC.

Chief Technology Officer, June 2011 - September 2014

- Executed a marketing plan to drive \$200K in sales by Q6.
- Implemented a strategy that utilized SEO, content marketing, lead generation and social media to drive sales.
- Strategized a comprehensive email marketing campaign targeting new and repeat customers - Upselling customers based on purchasing habits.
- Responsible for optimizing conversions by A/B testing product pages and checkout pages.

MAIN PATH MARKETING

Senior Account Manager, August 2002 - May 2007

- Influential in building this online marketing startup from the ground up by developing and implementing SEO, link building, and social media strategies
- Developed numerous company-wide policies and documents with the goal of creating a sustainable methodology
- Built a comprehensive training program to ensure that junior and senior personnel executed on integrated marketing campaigns effectively



EDUCATION

SONOMA STATE UNIVERSITY

Rohnert Park, CA, 2002-2007
B.S. in Business Marketing



DIGITAL MARKETING

Search Engine Optimization (SEO)	●	●	●	●	●
Social Media Marketing	●	●	●	●	●
Conversion Rate Optimization (CRO)	●	●	●	●	○
Content Strategy	●	●	●	●	●
Content Marketing & Promotion	●	●	●	●	●
E-commerce Marketing	●	●	●	●	●
Website Development	●	●	●	●	○
Pay Per Click (PPC)	●	●	●	●	○
Comparison Shopping Engines	●	●	●	●	○
Retargeting	●	●	●	●	○
Paid Social Advertising	●	●	●	●	○
Online Reputation Management	●	●	●	○	○
Email Marketing	●	●	●	●	○
Analytics & Reporting	●	●	●	●	○
Goal, Revenue, and Call Tracking	●	●	●	●	○
Lead Generation	●	●	●	●	○



SOFTWARE

Adobe Dreamweaver	●	●	●	●	○
Adobe Photoshop	●	●	●	●	○
Adobe Illustrator	●	●	●	●	○
Adobe Flash	●	●	●	○	○
Wordpress	●	●	●	●	●
Magento	●	●	●	●	●
Shopify	●	●	●	○	○
WooCommerce	●	●	●	○	○
Drupal	●	●	○	○	○
Google Adwords	●	●	●	●	○
Google Analytics	●	●	●	●	○
Google Tag Manager	●	●	●	●	○
Google Webmaster Tools	●	●	●	●	●



LANGUAGES

HTML	●	●	●	●	○
CSS	●	●	●	●	○
PHP	●	●	●	●	○