

Anthony C. Guzman

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OVERVIEW

As a data-driven marketing leader with 8+ years of experience, I deliver measurable results that significantly impact the bottom line. While my expertise lies in driving high-performing paid media campaigns, I most recently spearheaded Nextira's successful rebranding, contributing to their acquisition by Accenture. I'm passionate about creating meaningful marketing campaigns that exceed business objectives. I'm seeking a new role where I can leverage my strategic thinking and results-oriented marketing skill set to drive innovation and business growth.

WORK EXPERIENCE

Nextira, Part Of Accenture (Formerly Six Nines IT)

Austin, TX & Remote

Senior Marketing Manager

January 2022 - September 2023

- Led the company rebranding initiative as the sole marketer which assisted with Nextira being acquired by Accenture in June 2023. The rebrand included a new company name, logo, website, positioning, branding guidelines, and updated products & services.
- Created GTM strategy and designed the UI for Nextira's Studio in the Cloud platform, a virtual desktop infrastructure solution tailor-made for game development studios, and for Studio in the Cloud with Epic Games' Unreal Engine 5, a free to install lite version of Studio in the Cloud on the AWS Marketplace.
- Managed all marketing efforts including website management, SEO, SEM, paid and organic social, event planning & collateral, email campaigns, account-based marketing and lead generation, content creation such as case studies, blogs, and press releases, go-to-market strategy for SaaS products, and partner relations with AWS, GCP, and Azure.

PMG

Remote

Senior SEM Manager

December 2020 - December 2021

- Managed, optimized, and maintained \$2.6M/year budget for Best Western paid search ads on Google and Bing utilizing Search Ads 360 which resulted in a \$8 ROAS.
- Restructured entire SEM campaign infrastructure for Best Western, CheapCaribbean, BeachBound, Apple Vacations, FunJet Vacations, Southwest Vacations, and United Vacations that led to a -10% average decrease in account size while conversions increased a minimum of 4%.

Unique Influence/Gale Edge

Remote

Senior Analyst, Performance Media

April 2020 - November 2020

- Led paid search efforts on Harvard School of Business School Executive Education and Becker accounts on Google and Bing using Search Ads 360.
- Decreased spend by 45% while increasing transactions and revenue by 10% on account restructure for Becker.

McGarrah Jessee

Austin, TX

Paid Search Supervisor

June 2018 - March 2020

- Created & implemented paid search ad builds, reports, optimizations, and managed a \$150K/month minimum paid search budget across Google, Bing and Amazon for Chaco, Case Knives, Frost Bank, Kendra Scott, Skinny Pop, Tuesday Morning, Whataburger, & Zippo.
- Generated a \$6.5 ROAS for Chaco through their first attempt at using Amazon Ads.

EDUCATION

M.S. in Digital Marketing & Analytics

Austin, TX

St. Edward's University

June 2020

B.B.A. in Marketing

Fort Worth, TX

Texas Wesleyan University

June 2016

CERTIFICATIONS

AWS Certified Cloud Practitioner

March 2022 - March 2024

Google Analytics

August 2023 - August 2024

Google Ads Search Professional

September 2023 - September 2024

VOLUNTEERING & LEADERSHIP

Austin Angels

February 2023 - Present

Dare to Dream Mentor

SKILLS

Account-Based Marketing (ABM), Attribution Modeling, Brand Management, Campaign Management, Competitive Analysis, Content Creation, Data Analysis, Field Marketing, Go-To-Market (GTM) Strategy, Leadership and Team Management, Omni-Channel Marketing Campaigns, Press Releases, Product Marketing, Project Management, Responsive Design, Search Engine Marketing (SEM), Search Engine Optimization (SEO), Social Media Management, User Interface/User Experience (UI/UX) Design

TECHNOLOGY

Adobe Creative Suite, Amazon Chime, Amazon Marketplace, Amazon Web Services (AWS), Asana, Bing Ads, ClickUp, Figma, Google Cloud Platform (GCP), Google Search Ads 360, GSuite, Hubspot, Jira/Confluence, Microsoft Azure, Microsoft Teams, Microsoft 365, Salesforce, Slack, Software as a Service (SaaS), Trello, Visual Studio Code, Zoom