



anthony c. guzman



Education & Certifications




**ST. EDWARD'S
UNIVERSITY**

M.S. - Digital
Marketing &
Analytics
2020




**Texas
Wesleyan
UNIVERSITY**

B.B.A. - Marketing
2016



Analytics, Search
Ads, Shopping
Ads, Mobile Ads
2019



Search Ads
2019



**Scrum Alliance
CSM
CERTIFIED**

Certified Scrum
Master
2019

Paid Search Specialist at McGarrah Jessee

<https://www.mc-j.com>

June 2018 - Present | Create & implement builds, reports, optimizations, & manage a \$150K/month minimum paid search budget for Chaco, Case Knives, Frost Bank, Skinny Pop, Tuesday Morning, Whataburger & Zippo.

Digital Marketing Coordinator at Velleman, Inc.

<https://www.vellemanstore.com>

August 2016 - August 2018, January 2018 - June 2018 | Generated & implemented paid search, SEO, newsletter, social media & traditional marketing campaigns for Velleman, Inc (B2B) and VellemanStore (B2C).

Director of Marketing at Lost Pines Toyota

<https://www.lostpinestoyota.com>

July 2017 - October 2017 | Developed, applied and oversaw all marketing efforts including paid search, social media, website design, digital media and charity & community events.

Searches related to anthony c. guzman

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