



anthony c. guzman




## Education & Certifications




M.S. - Digital Marketing & Analytics  
2020



B.B.A. - Marketing  
2016



Analytics IQ, Display, Search, Shopping, Mobile & Video Ads  
2019



Search Ads  
2019



Certified Scrum Master  
2019

### **Paid Search Specialist at McGarrah Jessee**

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

June 2018 - Present | Report, optimize & manage a budget of up to \$4M a year for Chaco, Case Knives, Frost Bank, Kendra Scott, Skinny Pop, Tuesday Morning, Whataburger & Zippo across search, GDN and YouTube.

### **Digital Marketing Coordinator at Velleman, Inc.**

<https://www.vellemanstore.com>

August 2016 - August 2017, January 2018 - June 2018 | Generated & implemented paid search, SEO, email newsletters, 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, media planning and charity & community events.

### Searches related to anthony c. guzman

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