

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. 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

Everlywell Austin, TX (Hybrid)
Digital Marketing Manager, SEM April 2024 - Present

- Transitioned SEM from agency-managed to in-house, improving test kit conversions +26% within my first three months leading the paid search program.
- Successfully relaunched a previously failed virtual care visit program with a -70% decrease in Cost Per Acquisition (CPA) within its first month of running.
- Managed a \$600K+/month budget for all paid search initiatives for Everlywell and Natalist across Google and Bing utilizing Search, Shopping, Display, Video, and Performance Max (PMax) ad formats.

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
Paid Search Supervisor

Austin, TX
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
St. Edward's University

Austin, TX
June 2020

B.B.A. in Marketing
Texas Wesleyan University

Fort Worth, TX
June 2016

CERTIFICATIONS

AWS Certified Cloud Practitioner
Google Analytics
Google Ads Search Professional

March 2022 - March 2024
August 2023 - August 2024
September 2023 - September 2024

VOLUNTEERING & LEADERSHIP

Austin Angels
Dare to Dream Mentor

February 2023 - Present

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, Mixpanel, Rockerbox, Salesforce, Slack, Trello, Visual Studio Code, Zoom