

Luis Romero

Digital Marketer

Digital marketing specialist with six years of experience working as a teacher, consultant, and employee. Familiar with most major digital marketing techniques and platforms.

Contact Info

Seattle, WA
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555-555-5555

Skills

General

Content marketing
Email marketing
Social media
SEO

Advertising

Google Ads
Facebook Ads
LinkedIn Ads

Analytics

Google Analytics
Segment
Ahrefs

Optimization

Google Optimize
A/B testing
Optimizely
Hotjar
CRO

Work Experience

Demand Curve

Growth Marketing Instructor | Mar, 2018 - Current

- Review students marketing projects and suggest changes and improvements.
- Topics include paid advertising, content marketing, landing page copy/design/optimization, and more.
- Helped startup founders increase growth by as much as 10x.

Freelance

Marketing Consultant | 2014 - 2018

- Growth marketing consulting, with a focus on customer acquisition.
- Projects covered landing page optimization, paid advertising, content marketing, and search engine optimization.
- Clients included Google, Microsoft, Casper, Away, and Stripe.

Google

Account Strategist, Digital Advertising Sales | 2011 - 2014

- Helped existing Google Ads customers increase spend efficiency by up to 200%.
- Signed new clients totaling over three million dollars in yearly spend.

Apple

Marketing Intern | 2013 - 2014

- Worked with a team of three on optimizing landing pages for product releases including the 5k iMac and Apple Pay.

Education

NYU Stern

BS Business - Marketing Focus | 2010 - 2014