

ROBERT IZQUIERDO

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DIGITAL MARKETING | STRATEGY SPECIALIST

QUALIFICATIONS PROFILE

Marketing and creative executive with a ten-year career spanning online marketing, multimedia campaigns, and print ads for leading brands. Data-driven approach, leading large-scale teams and overseeing all aspects of production, influencing the metrics and KPIs of the business. Blends innovation and idea origination with execution and a constant focus on expansion and business results. Sources and creates strategic partnerships, collaborating with key players and stakeholders to make a lasting impact.

AREAS OF EXPERTISE

● Targeted Marketing	● Magento 2	● Google/SM Analytics
● Managing SEO/SMM	● HubSpot	● CRM Management
● Influencer Marketing	● Online B2B/B2C	● Adobe Creative Cloud
● Content Strategy/Design	● Email Automation Marketing	● Video Production

PROFESSIONAL EXPERIENCE

TurningPointBrands.com, Miami Lakes, FL

Brand Manager, July 2018 – Present

Define and build out Directcbd.com; promoted to oversee and grow sales for two up-and-coming brands (Nu-x and Riptide) within an accelerated six-month timeframe. Direct day-to-day operations, strategy, execution, analysis, growth, and development of mobile and desktop E-commerce site. Lead team of 12 creatives in the formulation and execution of large-scale E-commerce plans, driving to attain sales goals and brand awareness as industry leaders.

Key Achievements:

- **Pivoted and accelerated content, design, strategy** to optimize the automated email drip campaign series for both brands, including storytelling, promotions, and educational content at all online customer touchpoints; resulting **sales increase of Nu-x 27%, and Riptide 40%** over three months.
- **Delivered 233% ROI** with active matrixes and measured KPIs with influencer campaigns attributed to digital marketing efforts within three months; digital marketing accounted for 60% of revenue.
- **Created conversion rate of 30%** through SEO visits and 92k tracked emails and a total of 300k website visitors within three months.
- Spearheaded affiliate program, **increasing revenue by \$450k**, which is directly attributable to online conversions.
- **Drove down the cost of CPL from \$10 to \$3.11** by creating a massive alliance with industry-leading bloggers totaling 12k qualified conversions sessions on E-commerce sites.

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Biller Genie, Miami Shores, FL

Director of Marketing and Advertising, January 2018 – (Six-month Contract)

Grew E-Commerce enrollment through the creation and implementation of targeted strategies and content optimization.

Key Achievements:

- Executed strategic campaigns and designed UI software updates, which **increased profits over 6x** by contracts' end.
- Implemented Facebook and Google digital marketing campaigns with HubSpot CRM data to create email and SMM funnels, yielding a high arbitrage **to increasing conversion rate to 45%** within the first month.
- Spearheaded extensive A-B testing for LinkedIn and Facebook ad initiatives to measure and optimize the performance of email campaigns and landing pages, **increasing open rates to 26%** through well-crafted drip messaging and lead nurturing assets.
- Developed a communication strategy to geo-target prospects attending the 2018 Accountex conference via Instagram hashtag, **landing numerous contacts, and one significant association partnership** that held 5,500 qualified prospects.
- Designed the Onboarding UI platform pop-up as a cloud-based module, **delivering a 45% conversion rate increase** of platform usage within the first month.

Research Centers of America, Hollywood, FL

Director of Marketing and Advertising, July 2016 – January 2018

Oversaw the direction, planning and execution of the online presence, digital and traditional marketing campaigns for three separate entities (DetoxMD, Ventre Medical Associates, and TMS). Built and maintained strong relationships; participated in key events to promote the brand.

Key Achievements:

- **Maximized marketing ROI through** the creation of videos, social media campaigns, direct mailers and social media ads.
- Utilized KPIs, market research, and in-market feedback to **increase patient recruitment for clinical studies.**
- **Managed and allocated YTD budget of \$2M and 12 sponsored clinical trial budgets totaling \$460k quarterly**, distributing and analyzing the success of each budget by patient acquisition conversion and reporting back to pharmaceutical companies with regulatory compliance of allocated funds.

Pullman Miami Hotel and Resort “**Accord Hotels**”, Miami, FL

Digital Marketing Manager, September 2013 – May 2016

Oversaw the management of 128+ digital projects modernizing customer check-in experience through the availability of cutting-edge technology. From the guest hotel check-in system to new ways to interact with hotel amenities, created and executed innovative ways and modified approaches to defining leading luxury hotel

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experience. Built strategic partnerships and contract agreements to leverage corporate contracts for events with key industry agencies and vendors.

Key Achievements:

- Designed and executed a \$400 email campaign targeting the corporate sector **resulting in an ROI of \$220,000** for a single event in one email campaign.
- Awarded “Digital Champion,” recognizing comprehensive contribution for concurrently **overseeing 128 hotel digital check-in projects** linked with hotel social media accounts.
- Created landing-page-to-funnel campaigns, **engaging department leads resulting in conversions** on company website leveraging SMM/SMO for brand awareness and powerful influencer marketing to increase hotel occupancy.

Crescent Heights, Miami, FL

Digital Marketing Manager, August 2011 – June 2013

Spearheaded digital marketing initiatives for national high-end luxury development brand. Projects included SEO-optimization for 17 responsive real estate websites, conception and redesign of ten dynamic websites, marketing materials and video production.

Key Achievements:

- Produced and directed sales video for Tao at Sawgrass community **leading to a 39% increase** in occupancy (<https://youtu.be/l6MinXiXzK>).
- Achieved **unprecedented conversions** across all platforms utilizing SEO, SEM, and E-commerce.
- **Improved nationwide building occupancy by 20%** through the crafting of innovative social media outreach events involving the community, local influencers, and geo-targeted campaigns.

Additional positions include Marketing Art Director for CBT College in Miami, FL and Production Coordinator for Viacom early in career.

EDUCATION

Bachelors Degree in Web Design and Interactive Media

The Art Institute, Fort Lauderdale, FL, 2011

MINOR IN DIGITAL FILMMAKING

Training & Development

Growth-Driven Design - Optimize Ecommerce UX Certification – Hubspot Academy, Miami, FL, 2020

Inbound/Content Marketing Certification – Hubspot Academy, Miami, FL, 2020

Hubspot Social Media Certification – Hubspot Academy, Miami, FL, 2018

Mastering Digital Marketing Certification – Wyncode Academy, Miami, FL, 2017

Marketing Strategy Certification – Cornell University, Ithaca, NY, 2017

Business Marketing Certification – Miami Dade College, Miami, FL, 2014