ROBERT IZQUIERDO

Miami, FL 33137 • (305) 814-3667 • www.ricreativestudio.com · LinkedIn
Email: rob@ricreativestudio.com

DIRECTOR OF OMNICHANNEL STRATEGIES & DATA ANALYTICS ARCHITECTURE

QUALIFICATIONS PROFILE

Strategic CRM & Omnichannel Leader with 12+ years of experience driving enterprise CRM transformation, sales enablement, and cross-functional collaboration across global pharmaceutical and biotech organizations. Proven success owning CRM roadmaps, leading Salesforce and HubSpot deployments, and integrating data systems that align sales, marketing, and customer success teams toward revenue growth. Adept at building scalable platforms, ensuring data integrity, and launching training programs that drive adoption and productivity. Combines a data-driven mindset with hands-on leadership to optimize workflows, enhance forecasting accuracy, and deliver actionable insights that directly support revenue targets and go-to-market success.

AREAS OF EXPERTISE

- Salesforce & Hubspot certified
- Strategic SEO & Content Planning
- Data Analytics & Insight Reporting
- Project Management (Jira)
- Marketing Intelligence
- Global & Regional - Product Owner
- Cross-functional Team Leadership
- AI-Driven Insights
- Google Analytics 4 Certified
- IBM - Agile Dev & Scrum
- Data Visualization Architecture
- Stakeholder Engagement

PROFESSIONAL EXPERIENCE

Gilead Science, Contract Role, Remote
Director of Global Omnichannel Strategies & Data Analytics Architect, March 2024 - Present

Leading enterprise CRM and business intelligence initiatives through a fusion of omnichannel strategy and advanced data analytics, I transform fragmented systems into integrated platforms that enhance pipeline visibility, forecasting accuracy, and sales performance across global markets. My role spans both HCP and DTC engagement, ensuring CRM processes support go-to-market success through seamless collaboration with Brand, IT, Sales, Privacy, and MLR teams. I lead cross-functional CRM strategy development—driving data integrity, platform adoption, and user enablement—while aligning marketing and sales systems around shared revenue goals. Recently led a team of four data and marketing experts in launching real-time analytics tools and scalable workflows that improved ROI and accelerated time-to-decision across the funnel.

Key Achievements:

- **Global Dashboard Implementation**: Built and launched global visualization dashboards using Looker Studio, Tableau, and Power BI, compiling HCP and DTC portal data, including city-level insights, video and PDF consumption, HCP registrations, and content usage. These visualization boards, developed from marketing criteria, provided intuitive, real-time granular insights and

reports, enabling stakeholders across multiple countries to make data-driven decisions, resulting in a 45% improvement in campaign performance and a 60% reduction in report lag time.

- **Strategic Omnichannel Campaigns for HCP and Patients**: Led omnichannel campaigns combining advanced SEO and data-driven analytics, boosting **HCP engagement by 28% and patient interaction by 59%.** Key efforts included keyword optimization, technical SEO improvements, and ad spend adjustments for enhanced visibility across digital and traditional channels.
- **Optimizing ROI with Advanced Analytics**: Implemented KPIs and benchmarks with Gilead's analytics team, improving omnichannel campaign effectiveness by **40% and increasing ROI by 30%**, driving targeted engagement for both HCP and DTC audiences.
- **Cross-Functional Collaboration**: Acted as the main liaison between Gilead's internal stakeholders and external agencies, aligning cross-functional teams to execute omnichannel campaigns, and strengthening market position within the pharmaceutical industry.
- **Process Innovation**: Developed new SOPs that reduced campaign deployment timelines by **25%, streamlined site launches**, improved agency management, and optimized collaboration between marketing and data teams, setting new operational standards and ensuring compliance with industry regulations.

AstraZeneca, Remote
Lead of SEO & Integrated Omnichannel Data Analytics - Global Product Owner, January 2023 - February 2024

I spearheaded the development and execution of advanced analytics strategies across 18 Oncology Portals for both HCP and DTC. Assessments of Omnichannel analytics in both US and Ex-US markets, identifying key performance gaps, and collaborating with cross-functional business teams to implement data-driven solutions. My team & I led an SEO fact-finding mission that uncovered actionable insights, directly influencing data solution strategic decision-campaigns. By defining critical KPIs and developing dynamic dashboards, I enhanced performance tracking and optimization across all channels. Additionally, my team & I designed and implemented cutting-edge data visualization dashboards, providing comprehensive insights into patient behavior and HCP market trends to drive business objectives forward. Led a team of 6 data and marketing experts.

Key Achievements:

- **ROI Analysis & Omnichannel Strategy**: Implemented ROI methodologies that boosted marketing efficiency for HCPs and patient engagement campaign performance by **60% increase**.
- **Holistic, Cross-Channel Marketing Strategy**: Led the development of a unified cross-channel marketing strategy, aligning SEO efforts with broader business goals. Collaborated with external agencies and internal teams, driving strategic integration and holistic growth.
- **Advanced Project Management**: Utilized Jira to coordinate complex, cross-functional projects, ensuring timely delivery and alignment with organizational objectives.
- **UI/UX Enhancements for SEO**: Directed UI/UX improvements that strengthened brand engagement and interaction, leading to a **44% quarter-over-quarter traffic increase** by optimizing the technical SEO framework.

ROBERT IZQUIERDO

- **SEO Team Leadership**: Mentored and led a team of nine SEO specialists, driving organic growth through data-driven strategies tailored to specific market segments and user personas.
- **Exceptional ROAS Performance**: Achieved a **$6.5 million ROAS** from a **$550,000** ad budget by optimizing SEO and paid ad synergy, improving landing page quality, reducing cost-per-click (CPC), and increasing conversion rates and organic traffic.

Pfizer, Remote
Chief Omnichannel Analytics Officer - HCP US Portal, March 2021 – December 2022

Orchestrated the strategic management of **Pfizerpro.com**, ensuring projects were completed on time and within budget through an Agile approach. With deep expertise in multichannel marketing and omnichannel strategies, paired with proficiency in channel-enabling technologies, I effectively directed large-scale, complex operations. I fostered strong relationships with key stakeholders in a matrix environment and optimized workflows using advanced project management tools. Additionally, I played a pivotal role in the development and integration of Pfizer's proprietary AI platform, "Pfizer AI Insights," leveraging its capabilities to enhance data governance, streamline omnichannel analytics, and provide predictive insights that drove targeted engagement and improved decision-making. This innovation empowered teams with real-time, AI-driven insights, significantly elevating the overall customer journey and business performance. Led a team of 12 data and marketing experts.

Key Achievements:

- **Strategic Multichannel Marketing Execution**: Delivered high-impact multichannel campaigns within budget, improving efficiency by **25%** and boosting ROI by **30%**, demonstrating a data-driven approach to optimizing cost-effectiveness and campaign performance.
- **Agile Leadership and Team Management**: Directed cross-functional teams through Agile methodology using Jira, achieving **100% on-time project delivery** while enhancing productivity and operational excellence.
- **AI-Driven Omnichannel Analytics**: Led the integration of Pfizer's proprietary AI platform, **Pfizer AI Insights**, to provide content-rich, data-driven insights that optimized scientific content for HCPs. This AI-driven approach significantly improved the precision and relevance of health-related information, enhancing the quality of digital interactions and campaign targeting by **40%**. Leveraging AI's predictive capabilities, we refined content delivery to meet the specific informational needs of healthcare professionals, resulting in a more effective dissemination of scientific data, improving engagement and trust with HCP audiences.
- **Data Governance & Innovation**: Developed and implemented robust data governance frameworks, ensuring accuracy and security across platforms. Leveraged AI tools to enhance data integrity, resulting in a **35% reduction in reporting errors** and improved data compliance.
- **Cross-Functional Collaboration & Process Optimization**: Streamlined internal processes, reducing campaign deployment timelines by **25%.** Collaborated with internal and external stakeholders to drive AI adoption and digital transformation, positioning Pfizer at the forefront of AI-driven decision-making.

Novartis Pharmaceutical (Global Project), Contract, Remote
Director of SEO - Global HCP Portal, March 2019 – February 2021

Harnessed my SEO expertise to lead Novartis's **New Gen Web** initiative, a global project consolidating 16 regional portals into one unified platform **Novartis.com** 'LMS.' This complex mission required advanced cannibalization and candidate strategies to optimize content across multiple markets without losing search rankings. I strategically aligned SEO efforts with the latest pharmaceutical trends, boosting organic visibility and engagement for both healthcare professionals (HCPs) audiences. By optimizing all front end and backend tags of web portal materials—PDFs, infographics, video scripts, and webinars—my team and I improved the visibility communication of complex medical concepts while increasing content informativeness and engagement. Through meticulous keyword research and technical SEO optimizations, my team and I enhanced search performance, driving substantial increases in organic traffic and positioning the portal as a trusted global resource. This project not only unified Novartis's digital presence but also maximized its impact on HCPs worldwide.

Key Achievements:

- **Platform Management & Integration**: Managed multiple platforms including Drupal, Google Analytics, GTM, Salesforce, JIRA, and SEMRush, ensuring seamless integration for SEO optimization and data accuracy across all digital channels.
- **Cross-Functional Leadership**: Led complex projects involving digital, creative, scientific, and accounting teams from concept to launch, focusing on content taxonomy and aligning all efforts with brand strategy. Delivered high-impact content strategies that drove **60% conversion rate improvements** on HCP content CTAs.
- **HCP - Content Strategy & Development**: Spearheaded the development of a comprehensive content strategy, including video libraries, infographics, and webinars aligned with pharmaceutical trends and SEO best practices. Lowered bounce rates and increased engagement on HCP platforms by optimizing content for both open-access and paywall models.
- **User Experience & SEO/SEM Synergy**: Led the design and optimization of HCP portal user experiences, integrating SEO analysis with SEM strategies to improve UI/UX and boost overall search performance. This holistic approach strengthened content retention and enhanced overall engagement.

Gilead Sciences (Global Pharma Co.), Contract, Miami, FL
Sr. Digital Marketing Manager - LATAM - HCP Portals, December 2017 – February 2019

Championed the development of an on-demand video and webinar portal exclusively for qualified HCPs, providing cutting-edge scientific insights into new HIV and infectious disease therapeutics. As the Web Product Owner, I was responsible for UI/UX design, content development, and the strategic rollout of live and on-demand webinar series, ensuring seamless user experiences during a critical time when Covid-19 disrupted traditional medical interactions. The platform was vital for enabling continuous engagement with HCPs through expert-led panels, video snippets, and real-time medical congress webinars. Led a team of 18 external agency and internal team members.

ROBERT IZQUIERDO

Key Achievements:

- Spearheaded the design and launch of a mobile-optimized HCP portal, featuring short, high-impact video snippets, live expert panels, and on-demand educational content. This development ensured accessibility and engagement across all devices, significantly expanding reach.

- Directed content development for a series of live and on-demand webinars, strategically aligning scientific topics with emerging HIV and infectious disease therapies. These webinars became a vital touchpoint for HCPs to stay informed and engaged during the pandemic.

- Grew platform enrollment from **1,200** HCPs upon joining to **18,000** qualified HCPs by the end of my tenure, driving engagement through targeted digital marketing strategies, SEO, and personalized content.

- Implemented data-driven improvements to the platform's UI/UX, optimizing user flow and increasing video consumption by **35%**, while maintaining compliance with medical, legal, and regulatory standards across nine LATAM markets.

MP Bio (Biotechnology Manufacturing), Remote
Director of E-Commerce Marketing / SEO, August 2016 – November 2017

Drove a **10x** growth in e-commerce through strategic SEO, content marketing, and social media management, while enhancing customer engagement and traditional marketing events. Collaborated closely with Product Development, Scientific Affairs, and Sales teams to lead integrated marketing programs, achieving North American sales and revenue goals. Managed a team of 8, overseeing ROI-driven campaigns and marketing program execution in a dynamic, fast-paced environment.

Key Achievements:

- **Optimized product page SEO**, improving metadata, keyword strategy, and content structure, driving significant organic traffic growth.

- Expanded content marketing, SEO, and inbound strategies, and improved UI/UX resulting in a **60% higher conversion rate**.

- Managed a catalog of **50,000 products**, coordinating with key stakeholders and brand managers.

- Deployed geo-targeted ads for tradeshows using advanced geofencing tools.

- Spearheaded the SAP 1 and CRM integration for real-time inventory and customer data updates.

Pullman Miami (Accor Hotels), Miami, FL
Digital Marketing & CRM Strategy Manager
September 2013 – December 2015

ROBERT IZQUIERDO

Oversaw the full lifecycle of CRM and digital transformation initiatives at this flagship luxury property, driving guest experience innovation, sales enablement, and revenue performance through data-driven strategies. Led the strategic modernization of 128+ digital customer journey projects—including CRM touchpoints, guest check-in systems, and loyalty integrations—ensuring alignment with revenue goals and cross-departmental workflows across Marketing, Sales, and Customer Experience. Managed a multidisciplinary team of 6, while executing scalable CRM adoption initiatives and enhancing pipeline visibility across the B2B and B2C segments.

Key Achievements

- **Delivered $2.5 million in ROI from a single CRM-driven campaign**, targeting the corporate event sector with a personalized email campaign developed on a $4,000 budget—demonstrating advanced audience segmentation and funnel optimization.
- **Recognized as "Digital Champion"** for successfully executing and connecting 128+ guest experience CRM and social media integration projects—enhancing guest profiling and campaign personalization.
- Launched **multi-touchpoint CRM strategies** using landing pages, behavioral triggers, and influencer-driven funnels, increasing event bookings and guest retention across direct and third-party platforms.
- Forged strategic partnerships with vendors and event agencies, **streamlining contract workflows and aligning CRM data with corporate booking channels** to improve forecasting accuracy and B2B conversion rates.
- Initiated **training and change management efforts** to onboard internal teams to new CRM processes and digital platforms, increasing team adoption and operational efficiency.

Additional positions include Director of Marketing and Advertising at Research Centers of America (Clinical Trials), Brand Manager/SEO Lead at TurningPointBrands.com, Marketing Art Director at CBT College in Miami, FL, Digital Marketing Manager at Crescent Heights, and Production Coordinator at Viacom early in my career.

EDUCATION

Bachelor's Degree in Web Design and Interactive Media
The Art Institute, Fort Lauderdale, FL, 2011
MINOR IN DIGITAL FILMMAKING

* Marketing Strategy Certification – <u>Cornell University</u>, Ithaca, NY, 2017
* Business Marketing Certification – <u>Miami Dade College</u>, Miami, FL, 2014

<u>Continuing Professional Development</u>

* [BrightEdge SEO Certified - Online Certification, 2023](#)
* [Google Analytics 4 Certification - Google Analytics, 2022](#)

ROBERT IZQUIERDO

* [SEO Toolkit Exam for Advanced - Semrush Users, Online 2022](#)
* [Agile Development and Scrum - IBM Certification, Online 2022](#)
* [Agile with Atlassian - Jira, Online 2022](#)
* HBV And HCV - Stanford, Online 2021
* Advance Google ads and Facebook Ads Certification – Bizhack, Miami, FL, 2020
* 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

FEATURED ARTICLES - SEO ADVOCATE & SPEAKER

- [Video - Omnichannel Marketing/SEO Firechat](#)
- [Webinar - Developing Engaging SEO Content Strategy that HCP's Connect with in 2023](#)