

# Anthony De Guzman

Head of Growth @ Cover Financial, Inc. | Bilingual | UW Graduate | 1-647-622-3419

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## Summary

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- Over 6 years of industry experience with a proven track record in Desktop/Mobile SEO, Digital Content, Google AdWords PPC, Facebook and Twitter customer acquisition.
- Lead in Growth and digital marketing in a high-paced startup environment
- Ranked on the first page for the search terms: *toronto seo expert*, *toronto seo consultant*, *toronto seo specialist* on Google.ca.
- Full-stack developer experience: HTML, CSS, JavaScript, Ruby, Node.js, Python, PostgreSQL, MySQL, MongoDB.
- Bilingual and fluent in French and English.

## Experience

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### Head of Growth

December 2017 – Present

Cover Financial, Inc.

- Leading all growth and marketing efforts
- Successfully built out growth team from scratch (currently total of 6 and growing)
- Heading up paid/organic user acquisition, retention/activation and content/PR
- Tracking to meet CPA/CPL and LTV goals, and handling all growth dashboards and data visualization via SQL & Periscope Data
- Executing on new growth channels for web, mobile, apps, messenger to increase the number of insurance policies bound
- Lead in Cover's referral program
- Point person for executing ad-ops, tracking, analytics, web/scripting, SEO and data scraping

### SEO Specialist

March 2017 – December 2017

Shopify Inc.

- SEO, Growth and Developer
- Lead SEO for Shopify Exchange, Shopify Burst and Shopify Plus

### SEO Manager

January 2015 – February 2017

Saatchi & Saatchi Canada

- Began as an SEO specialist and promoted to manager after 6 months.
- Managed a team of specialists and managers for clients: Toyota, Lexus, Scion, HomeSense, Winners, Marshalls and TD Bank for search engine optimization.
- Innovated SEM with Google AdWords Scripts to develop account-specific automation. Organic search strategy lead for new business under Publicis Groupe. Accounts won include TJX: HomeSense, Winners, Marshalls and TD Bank. Strategy for English/French organic search.

**SEO & Marketing Analyst**

May 2014 – January 2015

Stylekick Inc.

- Recruited as a marketing intern and brought on full-time after 4 months.
- Developed the SEO strategy for the site, blog and social media (Twitter/Pinterest)  
Rank high-volume and relevant keywords within the top 7 positions in over 15 different languages in the Apple and Google Play store.
- Optimized Facebook, Twitter and Google Admob pay-per-install ads (PPI).
- Technical SEO audits on company site and blog – improving site crawlability while developing keyword and link building strategies.

**SEO Consultant**

March 2013 – Present

Freelance, Toronto

- SEO audits and consultations to over 20 local businesses in Toronto.
- Clients include the Canadian Professional Sales Association (CPSA) and 360 Leads Inc.

**Education**

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