

# Hildebrando Vargas Bedoya

Software Engineer

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## Profile

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Innovative Digital Marketing Manager with 5+ years of experience managing online marketing campaigns and leading cross-functional teams. Skilled in developing integrated marketing strategies that drive brand awareness, engagement, and conversions. Regularly exceed performance targets and possess advanced analytical and problem solving skills. Adept at leveraging cutting-edge digital tools and platforms to achieve marketing objectives.

## Areas of Expertise

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Content Marketing - WordPress - Content Strategy - Search Engine Ranking - Data Analysis - Visualizing with Advanced Charts - Social Media - Email Marketing - User Experience - Digital Strategy - Campaign Management - Lead Generation

## Professional Experience

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**Digital Marketing Strategist, (Stellar Systems)** Las Vegas, NV 06/2023 - present

- Developed strategic plans for campaigns across email, social media, SEO/SEM, and display advertising techniques.
- Developed and implemented digital marketing strategies that generated over \$850,000 in revenue in 2023
- Oversee the execution of SEO, SEM, email, social media, and display advertising campaigns, achieving a 12% decrease in cost per acquisition

**Digital Account Manager, (Synapse Solutions)** Las Vegas, NV 01/2023 - 05/2023

- Implemented promotional activities such as re-targeting campaigns for e-commerce businesses.
- Monitored the performance of PPC campaigns through Google Adwords.
- Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates

**Marketing Coordinator, (CeeCee Marketing)** New York, NY 03/2023 - 12/2023

- Identified and executed improvements for processes, content, and lead generation.
- Collaborated with Content Team to promote blog posts and guest posts.
- Implemented new competitive analysis and consumer trend reports to increase quarterly sales by 15

**Executive Assistant, (Some Icon, LLC)** New York, NY 01/2022 - 07/2022

- Identified new autoposting solution to cut social media time spent by 35
- Prepared written text proposals and speech writing drafts.
- Managed all public social media profiles of important public figure.

**Digital marketer, (Main Company)** New York, NY 06/2021 - 12/2021

- Reached 120% of customer acquisition target, capturing 7,500 new subscribers in six months following development and launch of a niche-marketing campaign.
- Facilitated a medical-billing company's domination of the Northeast market with successful PR initiatives.

**Digital Marketing Specialist, (Something Company)** Seattle , USA 01/2021 - 06/2021

- Developed and led processes to expand retail opportunities, and facilitated client on-boarding.
- Brought forth a strong understanding of SEO best practices, and developed and implemented SEO strategies.
- Managed the marketing database and data management initiatives.

**Digital Marketing Specialist, (ABC Marketing Agency)** Seattle , USA 01/2019 - 01/2021

- Defined, developed, and implemented marketing strategies to automate and measure target audience movement.
- Led 3 premium projects with a team of 3 members
- Increased client website impressions by 0-20K through SEO strategies in 12 months and boosted organic traffic by 10%
- Established processes and protocols for campaign measurement to optimize results.

**Digital Marketing Intern, Freelancer** Seattle , USA 01/2018 - 12/2018

- Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates
- Achieved a 23% increase in conversion rates by conducting A/B testing and analyzing data to improve website performance.

## Online Courses & Certifications

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- Introduction to Digital Marketing (Jan. 2023) - [SEMRUSH](#)
- Career Essentials in Digital Marketing by LinkedIn (Aug. 2022) - [LinkedIn](#)
- Visualization with Tableau (Feb. 2022) - [Coursera](#)
- Foundations of Google Analytics (Jun. 2021) - [Google](#), [Coursera](#)
- Google Analytics for Power Users (Jun. 2021) - [Google](#)
- The Fundamentals of Digital Marketing, (Jul. 2019) - [Google](#)

## Education

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**BSc Computer Science** [University of Las Vegas](#)

**Las Vegas, USA** 2020-2024

Relevant Courses: Software and Hardware, Data Visualization, Business Intelligence, Digital Marketing, Time Series Analysis & Forecasting.

## Skills

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- **Data Visualization:** Microsoft Power BI, Excel
- **Digital Marketing:** Project Management, Social Media Optimization, Content Writing, Campaign Analysis & Reporting, PPC & SEM Strategies, Conversion rate optimization (CRO), PPC advertising
- **Software:** Project (MSP), Adobe PhotoShop, Audition, Canva
- **SEO:** Google Search Console, Analytics, Looker Studio, Trends, Screaming Frog, SEMrush, Ahrefs, WordPress
- **Soft Skills:** Presentation, Planning, Organized, Creative Problem-Solving, Teamwork, Active Listening, Adaptability, Analytical Thinking

## Languages

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|------------------------------------|------------------------------|
| • <b>English</b> [Native]          | • <b>Spanish</b> [Native]    |
| • <b>French</b> [Basic] - Learning | • <b>German</b> [Basic] - A1 |