

# Israel Varela

📍 Dallas, Texas 📞 214-677-7668

✉ [israel.varela78@yahoo.com](mailto:israel.varela78@yahoo.com)  [in/israelrvarela/](https://www.linkedin.com/in/israelrvarela/)  [israelvarela.github.io/portfolio/](https://israelvarela.github.io/portfolio/)

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## Overview

Software engineer with a background in digital marketing and analytics. Having overseen several website launches and overhauls as a marketing professional I am now looking for my next opportunity as a full-time software engineer building websites and software applications

## Skills

**Coding** – HTML, CSS, JavaScript, JQuery, Node.js, mySQL, MongoDB, Handlebars, Sequelize, ORM, Express, AJAX, Bootstrap,

**Project Management** – Asana, TeamworkPM, Basecamp, Slack, Agile Development Process

**Digital Marketing** – SEO, SEM, Paid Media, Social Media Marketing, Email Marketing (Constant Contact, MailChimp, Outreach), Blogging, WordPress, Google Analytics, Site Catalyst (Omniure), Google AdWords, Hootsuite, Spredfast, Raven Tools, Sprout Social, Radian 6, Argyle Social, Asana, Smartsheet, Yammer, HTML proficient, CRM Proficient (Sugar, SalesForce, Pivotal, PipeDrive), HubSpot

**General Office** – MS Office, VS Code, Google Apps, Adobe Creative Suite

## Experience

### Southern Methodist Universtiy

June 2020 – Present

Full Stack Web Development

Currently enrolled in a 24-week full stack web development program at SMU learning coding technologies and languages to be sufficient in building full stack web applications with skill sets in both front-end and back-end.

Some of the projects I have worked on:

- White Glove Detailing – worked with a team creating an app that allows users to select and pay for a car detailing package to be completed while they are shopping. Used Node, Express server, Handlebars.js as the template engine, MySQL database with Sequelize ORM and utilized GET and POST routes for retrieving and adding data. Also used bcrypt for encrypting the user passwords.
- ZOOLY – worked with a team to develop an app where users could input the name of an animal, and it would return Giphy's of the animal as well as recommended books to learn more about the animal. Utilized both the Giphy and Google Books API's for calling and retrieving the data. Front-end was designed with HTML and Materialize CSS.
- Burger Logger App – created a restaurant app that let's users input the names of burgers they'd like to eat. When a burger name is submitted the app displays the burger on the left side of the page waiting to be devoured. Once the burger is devoured it is moved to the right side of the page under the devoured list. The app stores every burger in the database whether devoured or not. Technologies used to create the app were MySQL, Node, Express, Handlebars and a homemade ORM.
- Weather Dashboard – created an app that allows users to input cities and see what the weather along with a 5 day forecast. Used a third-party API from OpenWeather to retrieve weather data for cities and display dynamically on the webpage using HTML and CSS.

## **Multi-Media Marketing Consultant**

- Worked with key stakeholders across clients in developing marketing strategies
- Planned and executed marketing tactic across radio, streaming audio, podcasts, OTT, targeted display, social media, email, as well as local events.
- Measured and reported performance of all campaigns against client KPI's
- Negotiated rates and budgets for client marketing campaigns
- Identify new trends, emerging technologies, and marketing channels to present to clients.
- Identified client/agency needs and developed proposals to meet client needs and opportunities
- Project managed and coordinated multi-channels and projects
- Compiled data from various sources for reporting
- Oversaw client budgets and tracked attribution for ROI

**FindNow Interactive**  
Digital Marketing Agency

**April 2014 – June 2019**

### **Director of Strategy**

- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Designed, built and maintained social media presence
- Measured and reported performance of all digital marketing campaigns, and assessed against goals (ROI and KPIs)
- Participated in forming effective paid search strategies
- Launched and optimized various PPC campaigns
- Oversaw accounts on search platforms (e.g. Google AdWords, Bing)
- Conducted keyword research, audience targeting, competitive analysis, content optimization, meta-tag creation, link development and other SEO related activities
- Monitored budget and adjusted bids to gain better ROI
- Tracked KPIs to assess performance and pinpoint issues
- Produced progress reports for key stakeholders
- Wrote attractive and concise copy for adverts
- Suggested and developed new campaigns across multiple channels
- Maintained partnerships with PPC ad platforms and vendors
- Found ways to reduce risk of click fraud
- Kept abreast of PPC and SEM trends
- Identified trends and insights, and optimize spend and performance based on the insights
- Brainstormed new and creative growth strategies
- Planned, executed, and measured experiments and conversion tests
- Collaborated with internal teams to create landing pages and optimize user experience
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Identified conversion points and optimize user funnels
- Evaluated emerging technologies. Provided thought leadership and perspective for adoption where appropriate
- Managed client websites and blogs (WordPress, Drupal).
- Developed, implemented and managed Search Engine Optimization (SEO)
- Developed customized and targeted SEO landing page solutions to maximize effectiveness of Search campaigns
- Conducted multivariate A/B testing on numerous landing pages on client sites.
- Identified, recommended and implemented on-page website SEO optimization
- Identified, recommended and implemented off-page website SEO strategies and optimization.

**Mojo Media Labs.**

**Feb. 2014 – April 2014**

Mojo Media Labs is a leading Inbound Marketing Agency and HubSpot partner located in the Dallas/Fort Worth metroplex.

### **Sr. Inbound Marketing Strategist**

- Created content strategies aligned with client's marketing objectives by creating SMART campaigns outlined.
- Conducted multivariate A/B testing of landing pages utilizing HubSpot.

- Designed compelling content strategies that are in line with client goals, and which produce measurable results.
- Provided strategic recommendations to client and team members to set up client's website for success; attract, convert, close and delight our customer's customers.
- Performed keyword analysis to attract website visitors through from the best performing keywords
- Created conversion paths and look for under-performing offers and points in the conversion paths in order to make changes to increase conversions.
- Created and guided a promotions strategy for assigned clients aligned with their buyer persona and target audience.
- Made recommendations on the smartest way to promote clients content on various social media platforms
- Guided the development of conversion paths and nurturing campaigns.
- Guided clients to understand the handoff from marketing qualified leads to sales handoffs.
- Identify KPI's to measure against
- Created reporting dashboards for key metrics to measure based on KPI's
- Guided the tactical efforts to create better analytical results.
- Used Inbound methodology for all major Social Media tools and platforms (especially Facebook, Twitter, LinkedIn, Google+ and YouTube)
- Cross-departmental collaboration to achieve target results for clients.
- Used the HubSpot marketing automation platform for marketing activities
- Used Google Analytics, HubSpot, Raven Tools, and Sprout Social for analytical insights and client reporting.

## **Splash Media**

**Nov. 2011 - Feb. 2014**

Splash Media is a leader in innovative social media solutions, blending interactive digital marketing & Emmy Award-winning video production that gets results.

## **Account Manager**

- Managed client websites and blogs (WordPress, Drupal).
- Developed, implemented and managed Search Engine Optimization (SEO)
- Developed customized and targeted SEO landing page solutions to maximize effectiveness of Search campaigns
- Conducted multivariate A/B testing on numerous landing pages on client sites.
- Conducted keyword research, competitive analysis, content optimization, meta-tag creation, link development and other SEO related activities
- Created client reports and implemented site tagging using Site Catalyst to better understand user behavior and implement strategy changes as needed.
- Identified, recommended and implemented on-page website SEO optimization
- Identified, recommended and implemented off-page website SEO strategies and optimization.
- Monitored and reported on metrics such as keyword ranking, effectiveness of site optimization etc.
- Managed and executed social media campaigns for clients in numerous verticals with the goal of customer acquisition, customer service, that align with corporate objectives and existing marketing initiatives
- Built entire online marketing strategies and execute these strategies with proven tactics to improve the online presence for clients in numerous verticals
- Utilized Facebook, Google+, Twitter, LinkedIn, YouTube, Instagram, Vine and Blog to connect with current and potential customers by fostering an engaged online community
- Leveraged social media campaigns and promotions to grow online communities and increase brand loyalty
- Created online real-time customer service channels using social media platforms and reputation monitoring
- Established an online presence for clients in numerous verticals by implementing online marketing strategies and tactics
- Setup, implemented and A/B tested PPC, Facebook and LinkedIn Ads for targeted website traffic within a wide range of budgets
- Generated leads and prospects for many niche industries by creating remarkable content and establishing search engine presence using targeted key phrases
- Maintained relationships with established customers as an account manager, including replying to customer inquiries and concerns
- Project managed video productions
- Provided optimization of videos in YouTube to increase organic search results in YouTube as well as search engines for client videos.
- Created email invites for webinar/event registrations via Constant Contact

- Provided support for the CEO, CLO, and Senior SMM
- Client list included: Interstate Batteries, Z57 Inc., Covington Aircraft, BidSelect, Pegasus Community Credit Union, Paradigm Management Services, AdGiants/MODsocket, , Kate Reese Optical, First Choice ER, Advanced Discovery, Aerus Solutions

### **Plasma Computing Group**

**Sep. 2011 - Nov. 2011**

Plasma Computing Group is a leading IT solutions provider with an international reputation for its development of business process automation solutions and web marketing services.

#### **Account Manager**

- Cultivated new Enterprise-level client accounts as well as maintain existing account relationships to achieve individual and team sales targets.
- Conducted research into potential new clients to develop effective sales strategies in preparation for initial engagement.
- Facilitated a high-profile presence in the market place through the development of long-term client relationships/partnerships.
- Leveraged existing base of industry contacts and clients as points-of-access to promote Plasma product and service portfolio.
- Developed compelling collateral to support business development activities.
- Developed comprehensive proposals in response to client RFQ's.
- Prepared applicable status reports as directed by Director of Account Management.
- Oversaw daily activities and provided direction to marketing intern for Plasma's SEO, SEM, and Social Media marketing campaigns.

### **Regus Management Group Addison, TX**

**Nov. 2009 - Aug. 2010**

Regus is the world's largest provider of flexible workspaces: offices, virtual offices, business lounges and more.

#### **Regional Account Manager**

- Managed sales process from lead/enquiry development, scheduled sales tours, marketing and selling of all product lines, negotiating and closing deals with prospective customers.
- Made outbound calls to existing and prospective customers including follow-up calls to qualify and close business.
- Collected, generated, and tracked customer enquiries from prospect through to close.
- Responsible for meeting or exceeding the sales targets/metrics, such as revenue targets, deal volumes, and conversion ratios.

### **Idearc Media (Superpages.com) Dallas, TX**

**June 2006 - Feb. 2009**

SuperMedia formerly Idearc Media helps businesses build the right social, local, and mobile presence so they can connect with their customers, wherever they may be.

#### **Search Engine Marketing Specialist**

- Managed large baselines for Media Agencies across the country.
- Responsible for over \$2 million dollars of monthly company revenue.
- Created ad copy for advertising campaigns on superpages.com for various marketing agencies.
- Created ad copy for advertising campaigns for extended distribution on Google and Yahoo.
- Responsible for increasing ROI through utilizing reporting analysis and analytics to manage and optimize marketing campaigns for better placement to increase traffic.
- Analyzed clients Cost per lead and ROI goals.
- Performed keyword research to determine best possible placement of advertising campaigns.
- Responsible for optimizations of SEM accounts on search engines Google, Yahoo and Superpages.com.
- Maintained close relationships with clients to ensure advertising goals.
- Provided monthly tracking reports to clients

## **Education and Certifications**