



ADVANCED RESEARCH CENTER

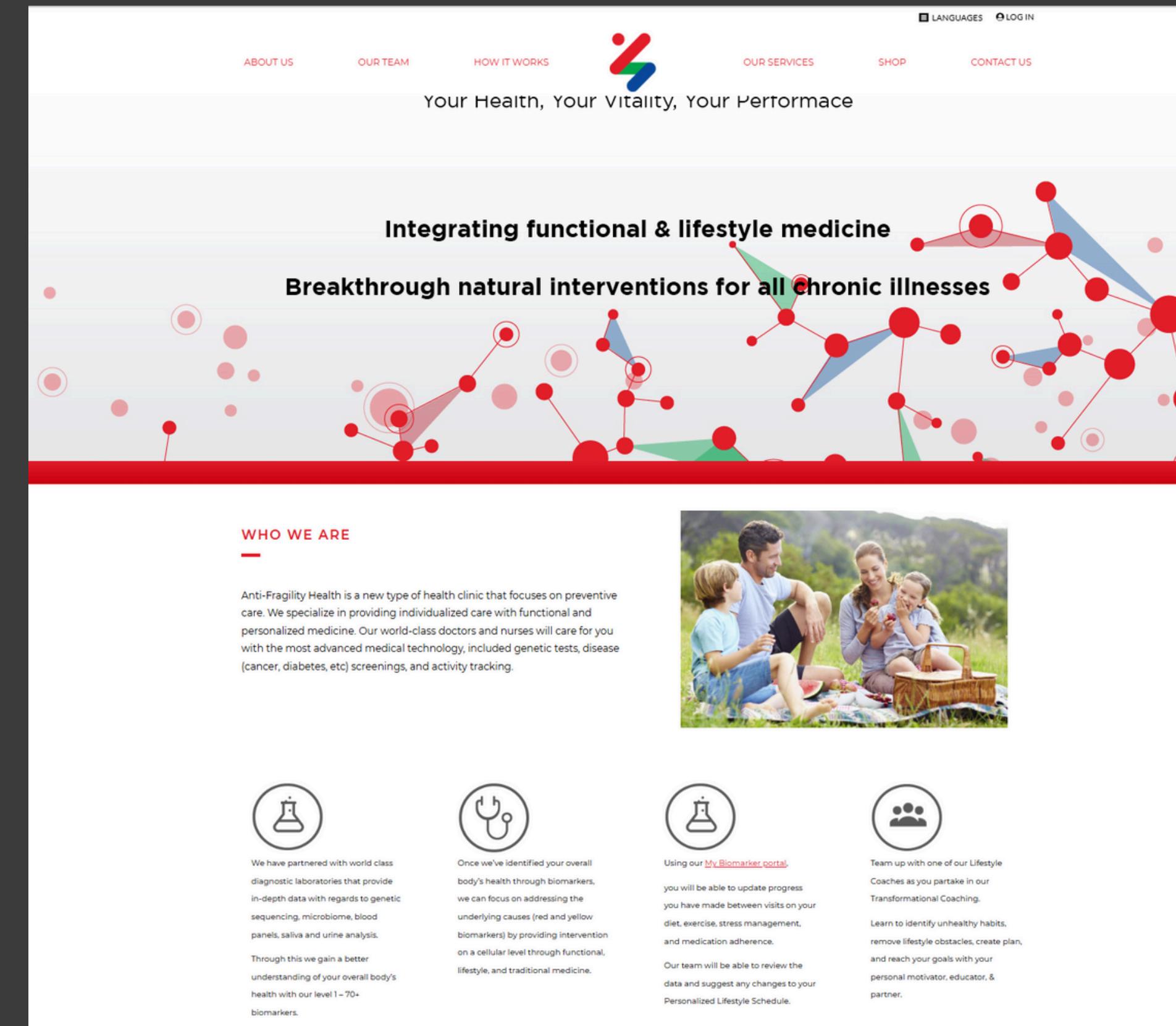
1020 S. Anaheim Blvd. Suite 316
Anaheim, CA 92805
Marketing Coordinator
April 2018 – September 2020



Jesus Delgado

OVERVIEW

Advanced Research Center is a clinical research company that was expanding into a new health clinic. I managed digital marketing, website development, and branding efforts to enhance their online and offline presence. I oversaw the grand opening event, optimized the WordPress website for SEO and multilingual accessibility, and developed an e-commerce shop.



The screenshot shows the homepage of the Anti-Fragility Health website. At the top, there is a navigation bar with links for LANGUAGES, LOG IN, ABOUT US, OUR TEAM, HOW IT WORKS, OUR SERVICES, SHOP, and CONTACT US. Below the navigation is a logo consisting of three overlapping colored bars (red, green, blue) forming a stylized 'A' shape, with the tagline "Your Health, Your Vitality, Your Performance" underneath. The main banner features a red and blue abstract graphic with text overlay: "Integrating functional & lifestyle medicine" and "Breakthrough natural interventions for all chronic illnesses". Below the banner, there is a section titled "WHO WE ARE" with a description of the clinic's focus on preventive care and individualized medicine using advanced medical technology like genetic tests and activity tracking. To the right of this text is a photograph of a family (a man, a woman, and two children) having a picnic in a park. At the bottom, there are four circular icons with corresponding text descriptions: a flask icon for diagnostic laboratories, a stethoscope icon for biomarker analysis, a smartphone icon for the My Biomarker portal, and a people icon for lifestyle coaching.

WHO WE ARE

Anti-Fragility Health is a new type of health clinic that focuses on preventive care. We specialize in providing individualized care with functional and personalized medicine. Our world-class doctors and nurses will care for you with the most advanced medical technology, included genetic tests, disease (cancer, diabetes, etc) screenings, and activity tracking.

We have partnered with world class diagnostic laboratories that provide in-depth data with regards to genetic sequencing, microbiome, blood panels, saliva and urine analysis. Through this we gain a better understanding of your overall body's health with our level 1 – 70+ biomarkers.

Once we've identified your overall body's health through biomarkers, we can focus on addressing the underlying causes (red and yellow biomarkers) by providing intervention on a cellular level through functional, lifestyle, and traditional medicine.

Using our [My Biomarker portal](#), you will be able to update progress you have made between visits on your diet, exercise, stress management, and medication adherence.

Our team will be able to review the data and suggest any changes to your Personalized Lifestyle Schedule.

Team up with one of our Lifestyle Coaches as you partake in our Transformational Coaching. Learn to identify unhealthy habits, remove lifestyle obstacles, create plan, and reach your goals with your personal motivator, educator, & partner.

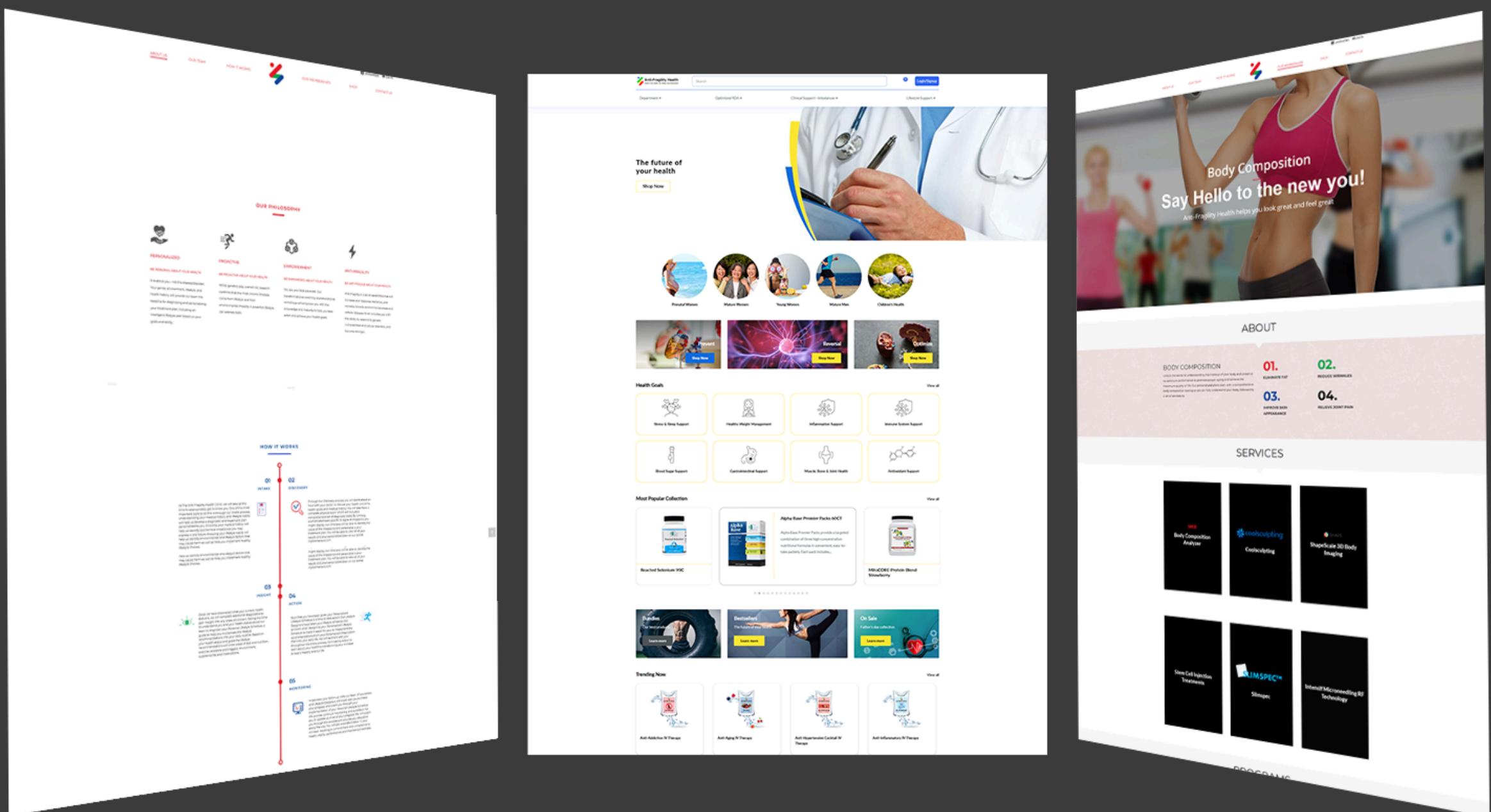


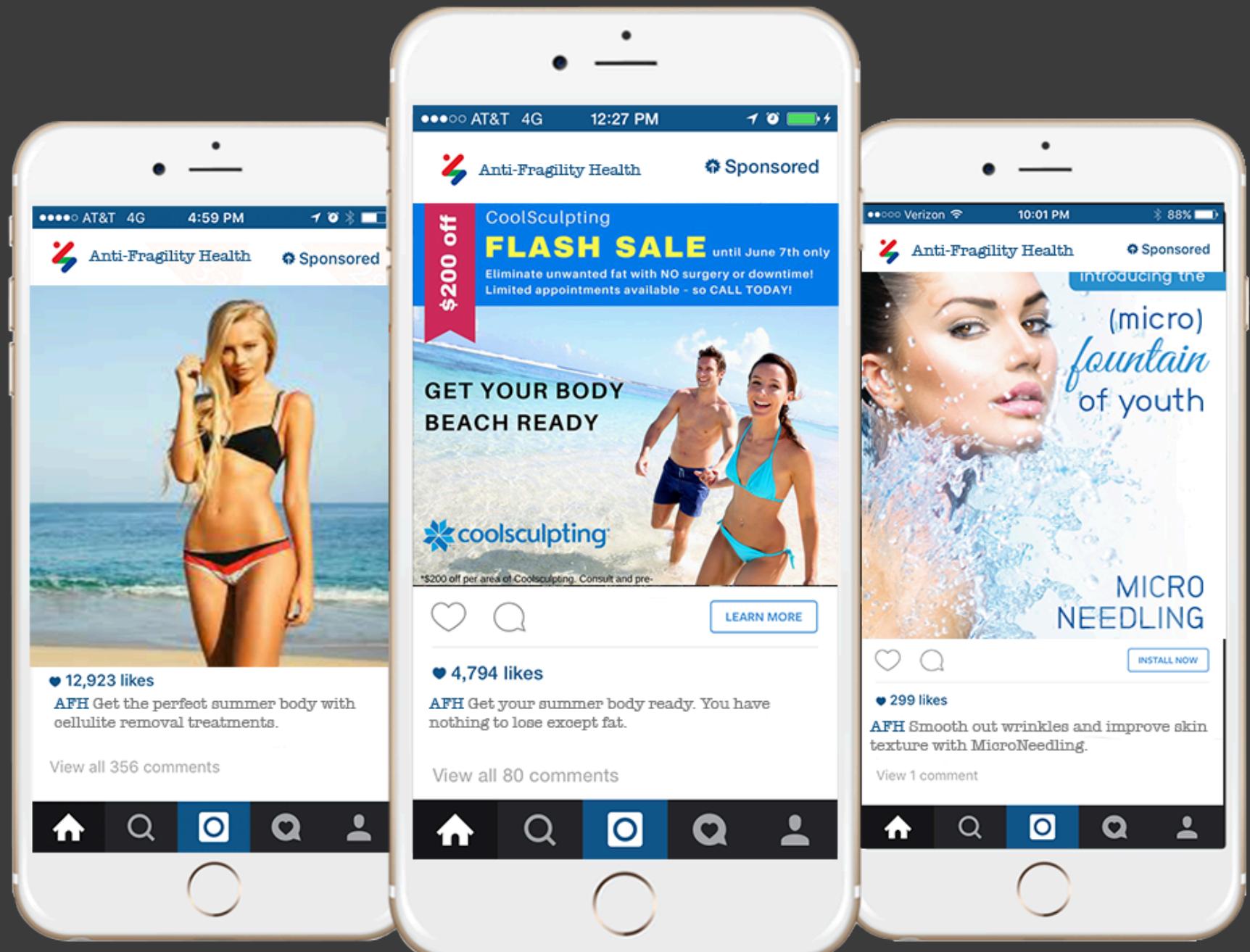
Event Planning & Grand Opening Management

- Organized the grand opening, managing a \$10K budget and welcoming over 200 guests.
- Coordinated event logistics, including VIP and pharmaceutical rep engagement.

Website Management & E-Commerce Development

- Managed the WordPress website, handling SEO, content writing, and blog updates.
- Translated the website into four languages, improving accessibility for a diverse audience.
- Developed an e-commerce shop improving online sales potential.
- Conducted keyword research and content optimization to boost search rankings.





Digital & Print Marketing

- Led digital marketing campaigns, including Google Ads (PPC), Bing, Yahoo, and social media (Facebook, Instagram, Yelp) to increase brand visibility.
- Collaborated with a designer to develop brochures, flyers, newspaper ads, postcards, and letterheads, ensuring brand consistency.
- Managed email marketing initiatives, improving audience engagement and outreach.

In-Store Customer Experience

- Worked with a graphic artist to create signage, pamphlets, and promotional materials, enhancing the in-store experience.
- Implemented marketing strategies to align the in-store experience with the company's digital branding.



The image shows a promotional graphic for Anti-Fragility Health. It features a background photograph of two people walking away from the camera on a bridge, with a white curved shape overlaid containing the company's logo and text. The logo consists of three colored bars (red, green, blue) forming a stylized 'i' or checkmark shape, followed by the text "Anti-Fragility Health" and "Your Health, Your Vitality, Your Performance". Below the logo, the text "Our Service Bundles" is displayed in red. Four service offerings are listed with icons: "BODY COMPOSITION" (person icon), "FUNCTIONAL LAB TESTS" (two people icon), "ACTIVITY TRACKING PROGRAM" (runner icon), and "TRANSFORMATIONAL COACHING" (coach icon). Each service includes a brief description and a list of included items. At the bottom left is a QR code with the text "WE OFFER FREE CONSULTATION" above it and a schedule below. Contact information is at the bottom right.

Anti-Fragility Health
Your Health, Your Vitality, Your Performance

Our Service Bundles

BODY COMPOSITION
Unlock the secrets of your body to achieve proper aging & maximum quality of life. Discover:
- muscle mass - fat volume %

FUNCTIONAL LAB TESTS
Get a comprehensive 360° view of your health:
- microbiome (stool analysis) - urine
- macro/micro nutrients - blood
- gene sequencing

ACTIVITY TRACKING PROGRAM
Collect, analyze, & track your data into 1 online portal:
- glucose levels - heart rate & health
- blood pressure - daily steps

TRANSFORMATIONAL COACHING
Partner with one of our Lifestyle Coaches to discover your goals & eliminate bad habits. Your very own:
- personal motivator, - health partner
- educator

INTELLIGENT LIFESTYLE DESIGN
Design your plan on how to live & organize your life with your health in mind. Choose healthy food for your overall health & remove harmful toxins.

WE OFFER FREE CONSULTATION

A different theme for every day. Hours:

Mon. - Fri.: 11:00AM - 1:00PM
5:00PM - 7:00PM

Sat.: 10:00AM - 12:00PM

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Email: pe@anti-fragilityhealth.com | **Website:** www.anti-fragilityhealth.com/

CONCLUSION

Working at Advanced Research Center helped me grow in marketing, event planning, and branding. I gained hands-on experience in managing large events, running marketing campaigns, and improving website visibility. Collaborating with designers and marketing professionals taught me how to work as part of a team and align branding across different platforms. I also strengthened my skills in customer engagement and strategic marketing, which I look forward to applying in future roles.