

Antonio Silva

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PROFESSIONAL SUMMARY

Accomplished VP of Marketing with 10 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Digital Marketing	SEO	SEM
Google Analytics	Facebook Ads	Content Marketing

PROFESSIONAL EXPERIENCE

VP of Marketing | Nike

2019 - Present | Panama City, Panama

- Spearheaded marketing initiatives that delivered 37% improvement in operational efficiency
- Led cross-functional teams of 14 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$308K annual cost savings
- Established best practices and mentored 7 team members, improving overall team productivity by 37%

VP of Marketing | Google

2016 - 2019

- Developed and maintained seo applications serving 64K+ users
- Collaborated with product and design teams to deliver 17 major feature releases
- Optimized system performance resulting in 27% reduction in response time

EDUCATION

Bachelor of Science in Marketing

China Europe International Business School | 2008

CERTIFICATIONS

- Adobe Certified Expert