

# WILSON CALIL

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## STRATEGIC & DIGITAL MARKETING EXECUTIVE

### SUMMARY

- Digital marketing savvy with more than eight years' experience, an expert in SEO, responsible for digital marketing strategies in the last three companies and currently managing SEO, Amazon and Affiliates for an eCommerce with almost 1M indexed pages & 25 Million sessions /year.
- Strong web development skills: JavaScript, HTML, CSS, WordPress, and WooCommerce.
- Excellent leadership and management skills; was responsible for the marketing areas in 9 operations in the Latin America region, leading 11 direct and dotted line reports.
- Recognized as "Top Marketer in Latin America" by Portada Online Magazine and among the "Top 50 Latin America Marketers" by The Internationalist.
- Fluent in English, Portuguese, and Spanish.

**Key Strengths:** SEO, Digital Marketing, Advanced Excel, Google Analytics, Google Search Console, Analytical Skills, SEM, Strategic Marketing, Product Marketing, Consumer Research, Business Intelligence, and Leadership.

### PROFESSIONAL EXPERIENCE

#### PRIMARY ARMS LLC (Optics Manufacturer and eCommerce)

2019 - Ongoing

- Senior Digital Marketing & Acquisition Manager - Houston, TX (02/2019 - Ongoing)
- Digital Marketing & Acquisition Manager - Houston, TX (08/2019 – 01/2019)

Responsible for Search Engine Optimization (SEO), Conversion Rate Optimization (CRO), Amazon, and Affiliate sales. Increased SEO clicks and conversion, from a downturn of 20% (compared to previous year), to a 30% increase in a six-month period.

- Lead team and develop overall SEO strategy, develop keyword strategy, fix website issues, manage content creation, increase click-through rate (CTR) through A/B testing, improve page rankings, and build backlinks.
- Improve front end design to increase CRO.
- Amazon and Affiliate sales.
- Current platforms include Bright Edge, Google Search Console, NetSuite, ClickFlow, AhRefs, Moz, Screaming Frog, Google Analytics, Google Data studio, Similar Web, and SpyFu.

#### Z LAB GLOBAL

2018 -2019

- Strategic Marketing Advisor – Houston, TX (08/2019 – Ongoing)
- Strategic Marketing Director - Houston, TX (09/2018 – 08/2019)

Assist on go-to-market strategy and marketing plan execution for potential and ongoing projects. Activities and responsibilities included:

- Recommendation on digital marketing strategies, including PPC campaigns, social media, search engine optimization (SEO) and search engine marketing (SEM).
- Search Engine Optimization (SEO) analysis, strategy and training.

#### COLOUR REPUBLIC LLC

2016 – 2018

- Strategic Marketing Director – Miami, FL (05/2016 – 04/2018)

Responsible for Marketing Intelligence, Brand, & Digital Marketing (social media, website content, & SEO) for the North American Market. Supported the company's growth of 18% YoY for the last two years.

- Managed product research studies in stores to identify market gaps for new product developments.

- Developed marketing campaigns and activities for major retail chains, including Safeway, Target, and Sam's Club, among others.
- Established digital marketing platforms (social networks & websites). Main activities included leading website content, SEO strategy, & digital marketing campaigns.
- Led CRM meetings, managing marketing activities to increase sales in the point of purchase.

## **ELECTROLUX GROUP**

**2003 – 2016**

### **ELECTROLUX HOME PRODUCTS – Miami, FL**

#### **- Regional Marketing Manager – Latin America & Caribbean (04/2012 – 01/2016)**

Led 9 dotted line marketing managers and 2 direct reports. Supported the Product Marketing area when leading the Business Intelligence, Consumer Research, and Brand teams. Some of the accomplishments include:

- Created, directed and supported the Business & Marketing Intelligence and Consumer Insight departments: Hired two direct reports, led researches, established new processes, recruited agency providers and ran more than 50 new consumer research projects across the region.
- Developed 360° regional marketing campaigns to launch new products, and ensured brand alignment across all countries through the development of regional marketing materials and the investment of \$500K in cable TV, print and digital media, reaching millions of consumers
- Led teams to launch 9 new websites and 8 new social networks, managing content, Search Engine Optimization (SEO) & Search Engine Marketing (SEM), increasing website traffic and followers from 38K to 340K within 2 years

### **ELECTROLUX DO BRASIL, Sao Paulo, Brazil**

#### **- Product & Project Marketing Manager (Mar. 2008 – Apr. 2012)**

Directed and supported the development and management of 3 product lines, as well as the Marketing Intelligence and Marketing Project departments in Brazil. Led a team of 7 direct reports, including 3 managers.

- Launched 76 consumer-focused new products, growing net sales and EBIT in more than 200%, adding a total of \$208M USD in revenues and \$32M USD in EBIT within three years.
- Managed product roadmap, product strategy, and product lifecycle.
- Partnered with Design and Engineer teams to develop products in Latin America and Asia.
- Managed and executed dozens of consumer research to develop new high-quality products based on insight analysis focusing on attending consumer needs.
- Prepared budget and supported P&L for the following product categories: Premium Kitchen Appliances, Air Conditioner, and New Product Categories, including water purifier, water dispenser, water heater, air cooler, and humidifier projects.

#### **- Product Manager & Supervisor (Feb. 2004 – Feb. 2008) & Marketing Trainee (Apr. 2003 – Jan. 2004)**

Managed the refrigerator, stove, microwave, and freezer product categories in Brazil.

- Launched 34 customer-focused new products, including creation and approval of press releases, promotional materials, Web, TV and print media.

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## **EDUCATION**

- **Executive MBA, Marketing**, Faculdade Instituto de Administração, Sao Paulo, Brazil
- **Master's in business administration**, University of Sao Paulo, Brazil
- **Bachelor's degree in Business Administration**, University of Sao Paulo, Brazil
- **Six-Month Exchange Program in Business Administration**, University of Zaragoza, Spain

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## **COURSES AND CERTIFICATIONS**

**Web Development** (Houston Boot Camp, UT Austin – 2019- Ongoing), **Keyword Strategy** (LinkedIn – 2019), **Digital Marketing** (USA - Online Wharton Business School - 2017), **Marketing Executive Development Program** (USA - Electrolux, 2013), **Brand Management** (Brazil - ESPM, 2015), **Information System** (France – ESA, Université de Grenoble, 2004), **Product Marketing** (Brazil - ESPM, 2004).