

victor camara

digital marketing manager

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profile

Results & Data-focused digital marketing / e-commerce manager and strategist with a thorough understanding of social media marketing (ads & posts), community building, content marketing, email marketing, customer engagement, PPC / SEO, web design, graphic design, packaging design, front-end web development, eCommerce, 3rd party marketplaces (Amazon, Walmart/Jet, etc.), video production, and brand building. Proven ability to drive sales increase, traffic and brand awareness. Results include:

- Increased sales over 1400% in 3 years for one employer through integrated digital campaigns.
 - Boosted lead generation through re-design of company websites.
 - Successful email and social media marketing campaigns for several employers/clients.
 - Increase in SEO and SERP position for several clients & increasingly successful PPC campaigns.
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skills

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|------------------------------|--------------------------|------------------------------|
| » Digital Marketing Strategy | » Social Media Marketing | » eCommerce Funnel |
| » Lead Generation | » Web Design | » Graphic / Packaging Design |
| » Brand Building | » Content Creation | » Budgeting & Planning |
| » Audio / Video Production | » Web Analytics | » Process Reengineering |
| » Email Marketing | » Adwords / PPC | » Search Engine Optimization |
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professional experience

SOMOS DIGITAL, Fort Worth, TX

2010 to present

Owner/Freelance

- Strategy, implementation, maintenance, optimization and reporting on SEO, PPC, Social Media, Web Design, Graphic Design and IT Projects in the US and Latin America.
- Recommend, plan, build and execute IT infrastructure, including wired and wireless networks, routers, PCs and Laptops, servers, backups, software and hardware for Centro de Enseñanza Moderna, a private K-9 school in southern Mexico.
- Work closely with various Ad Agencies in Fort Worth and Dallas and recommend strategy as well as create campaigns for companies such as Rugdoctor.com, The Fort Worth Zoo, The Fort Worth Transit Authority and GaldermaCC.
- Restructured existing PPC campaigns and generated 120% increase in traffic and clicks at a lower cost.
- Increase eComm sales for 2MCCTV on site and Amazon/Ebay, etc. and optimize PPC/Social Media and eMail marketing.

professional experience, cont'd

VALYNT DIGITAL, Plano, TX

September 2018 to present

Digital Transformation Manager

- Consult and Manage direction and strategies for client projects, setting up best practices, policies and procedures for all marketing initiatives
- Manage projects to make sure projects are on track, on budget and delivering superior results
- Support strategic and tactical initiatives to identify, develop and extend client relationships
- Develop marketable points of view on business challenges
- Stay ahead of the curve on best strategies, tools and technology for Social Media, SEO, PPC, Email and other marketing channels
- Strategize, develop/design and maintain client website re-designs and client re-branding
- Transform existing marketing campaigns into creative and successful campaigns that produce results

Deliver best practice Search Engine Optimization (SEO) to web based local businesses. Interface with internal and external customers, support teams, and others to deliver solutions that cater to local SEO clients. Expert proficiency with online search and advertising technologies.

REACH LOCAL, Plano, TX

April 2018 to September 2018

SEO Analyst

- SEO Analyst for medium to large SEO ReachLocal clients for 2000+ website migration project.
- Determine SEO best practices to follow for website migration, making sure all SEO elements are migrated properly and according to standards.
- Create procedure documentation such as processes and checklists to ensure proper standards are followed for every client.
- Train and work closely with client advocates to ensure proper site QAs are completed in a timely manner.
- Train Client Advocates on use of software such as Screaming Frog for proper site crawling and how to find site and SEO issues and creating reports for each site.
- Deliver best practice Search Engine Optimization (SEO) to web based local businesses. Interface with internal and external customers, support teams, and others to deliver solutions that cater to local SEO clients. Expert proficiency with online search and advertising technologies.

PARTSMaster / ZENITH INDUSTRIES / NCH CORP., IRVING, TX

Feb. 2015 to Feb. 2018

eCommerce / Digital Marketing Manager

- Strategize for and manage all Partsmaster and Zenith Industries web sites and digital marketing campaigns including Paid Search, eCommerce, PPC, SEO/SEM and Social Media accounts.
- Manage all selling channels for companies such as Amazon, Home Depot, Walmar.com/Jet.com, eBay and others to reach retail and online marketing goals and sales objectives. As part of these efforts I re-designed Partsmaster.com and Zenithindustries.net and created new websites for Partsmastertorrent.com and Micro-phaz.net. I also increased sales to over 900% within the first year and to over 1400% at separation, while reducing costs and maximizing expenditures as well as streamlined processes and procedures.
- Launched and managed several successful online and TV/Video campaigns that included mixed digital media, email marketing campaigns and influencer marketing.
- Manage marketing team and budget and work with corporate sales team for new product launches, from designing product packaging, creating POS materials and marketing collateral to video production and more for successful product and campaign execution.

PRIORITY PASS, PLANO, TX/LONDON, ENGLAND

Sep. 2007 to Nov. 2010

Digital Marketing Executive

- Provide expertise, market research, recommendations, strategy and execution in Online/Digital/Social Marketing for several Collinson Group companies, including but not limited to: Priority Travel Group, Priority Pass, IAPA, The Club at DFW, The Club Card, Astrenska, Digilite/Core8 and Vividlime for the US, Canada and Latin America regions.
- Responsibilities in Marketing online include all aspects of PPC, Affiliate Marketing, SEO/M, Social Media, Email Marketing, Display Ads, Third Party partnerships, and setting up URLs and Landing Pages for large Wholesale/Associate agreements with clients such as Amex, Bank of America, Citigroup, Visa, Hilton, Marriott, Royal Bank of Canada, etc.
- Prepare reports of findings with feasibility study and recommendations and gather all information to back up reports such as demographical information, cultural nuances, purchasing trends, stats on usage of travel related products and Internet use/penetration in each market. Once approved manage project through proper implementation.
- Develop, create and distribute marketing and market research policies and procedures to streamline workflows and minimize development times and costs.
- Liaise with UK and Eindhoven offices regarding design projects for large clients mentioned above to make sure projects and deadlines are on time and on budget, as well as all SEO and site optimization recommendations including Conversion Funnel improvements and landing page/site redesigns etc.
- Created Mobile website for lounge searching on web enabled cell phones that is now accessed by members and prospects as a result of SMS feature only working from the UK.
- Designed and created workflow of the user interface for the Priority Pass iPhone application for lounge search by location or GPS position
- Implemented Social Media and Web 2.0 campaign for Priority Pass and IAPA with increasing success. Priority Pass Facebook account now has over 8600 fans and Twitter account over 1300 followers.
- Implemented successful Mobile (SMS) campaigns for The Club at DFW and Priority Pass.
- Created full web pages for both The Club at DFW and The Club Card.
- Graphic design such as online banners, page redesigns, mockups, print ads for magazines, various graphics, etc. for Priority Pass and IAPA.
- Use of third party tools Acquisio and Searchware4(UK) for reporting, management and optimization of Google, Yahoo, Yahoo Latin America (Mexico and Brazil), and Bing as well as Google Analytics.

VERIZON INFORMATION SvCS (DEXMEDIA), COPPELL, TX

Sep. 2007 to Nov. 2010

Web Development Manager

- Web development for various sites maintaining timely, accurate and appealing sites through graphic design for photos, brochures and media ads.
- Interact with internal and external customers throughout the fulfillment process to ensure complete satisfaction in meeting requirements.
- Demonstrate extensive knowledge of Superpages.com products and capabilities to ensure quality of final products.
- PPC advertising and campaign setup as well as SEO optimization on/for Google and Superpages.com ensuring compliance with specifications, best practices and policies.
- HTML, CSS and Javascript programming of pages and customizations.

education

Current: Received and working on Google Scholarship for the Front-End Web Developer program.

Current: Re-certifying in Google AdWords.

Southern Methodist University (2007): Completed Microsoft Certified Solutions Developer Program.

Richland College: Associates Degree in Applied Science, Computer Networking.

languages

Fluently speak, read and write English, Spanish and Portuguese.

certifications

Google Partners – Google Analytics Certified – Expires: 12/28/2018

computer skills

Operating Systems: Windows & MAC (all versions).

Software: Excel, Word, Powerpoint, Access, Outlook/Exchange, Photoshop, Illustrator, InDesign, Dreamweaver, Atom, Sublime Text, HubSpot, Mailchimp, Constant Contact, Campaign Monitor, AgileCRM, Acquisio & more.

Programming: CSS, HTML, Javascript, some PHP, MySQL and PHPMyAdmin.