

DANIEL GUERRERO

Marketing Specialist

PROFILE

Detail-oriented marketing professional offering in-depth understanding of marketing and consumers. Boost company success by identifying marketing trends and optimal solutions. Strong background in direct marketing, social media marketing and brand analysis.

CORAL SPRINGS, FL, 33065



DANIEL.GUERRERO97@MSN.COM



917-794-6604



EDUCATION

Associate in Arts, Palm Beach State College, May 2019

Bachelor of Arts in Business Administration, specializing in Marketing
Florida Atlantic University, May 2022

SKILLS

EXCEL/POWERPOINT

INNOVATION

COMMUNICATION

CAMPAIGN EXECUTION

AD CREATIVE DESIGN

EXPERTISE

PROJECT DESIGN

SOCIAL MEDIA ADS

DIRECT MAIL ADVERTISING

BUDGETARY MANAGEMENT

BRAND ANALYSIS

EXPERIENCE

MARKETING SPECIALIST

- Executed successful marketing campaigns by coordinating with salesforce teams and upper management across 18 different states.
- Coordinated with marketing and content teams to create Facebook ads, Newsletters, Direct Mail, EDDM, Email Campaigns, Newspaper ads, and other advertising materials.
- Established and managed a Facebook ad campaign which resulted in over an 80% decrease in cost per acquisition.
- Prepared reports of findings, illustrated data graphically of Social Media ad results to upper management and presented weekly.
- Worked with a team of four to redesign all mailer creatives and newspaper ad creatives which doubled customer sign ups.
- Coordinated marketing copy, videos, and other creatives for email campaigns through Hubspot, Constant Contact, and Mail Chimp.

MASA
GLOBAL

JAN '20-
APRIL '20

NOV '20-
OCT 21