

Rafael Guerrero

Growth Manager

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LinkedIn:

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I'm an experienced marketer who's capable of handling multiple projects and boosting their performance through extensive strategizing, being adaptable, and efficient execution. I'm a self-starter who's passionate about enhancing processes and creating innovative systems to tackle challenging problems. I'm known for my skills in leading collaborations between team members to create solutions for a variety of problems and cultivating a healthy environment of inclusion and problem-solving.

RELEVANT SKILLS

Digital Data Analytics/Marketing

Facebook advertising

Google Advertising

Microsoft Office

Tableau

Excel

Python/HTML/JAVA

English, Spanish, French

Public Speaking

PROFESSIONAL EXPERIENCE

Chamber Media, Lehi, UT - Layed Off

PPC strategist/Lead Data Scientist

Oct. 2021–Feb. 2022

- Handled multiple client advertising budgets across multiple digital platforms, with budgets ranging from 15k-300k. Consulted clients on improving buyers' journeys, other marketing initiatives, and data reporting.
- Handled internal data analysis of all projects and clients, created systems to analyze past marketing performance to reduce cost while improving account performances.
- Worked independently to improve on internal company processes through the use of various data sources, my systems helped improve client retention, decreased marketing costs, and improved on internal processes.

Handshake, Ogden, UT - Layed Off due to COVID-19

Digital Marketing Associate

Aug. 2019–Feb. 2020

- Managed and led a small team in campus-wide marketing initiatives. Executed various campaigns through traditional and social media marketing.
- Reached annual KPIs within five months and would report marketing performance in weekly meetings.
- Reduced department costs while also creating new innovative marketing plans to improve performance.

EDUCATION

Louisiana State University, Shreveport, LA

Master's in business administration with an emphasis on Data Analytics and Specialization in Marketing

2022

University of Utah, Salt Lake City, UT

Bachelors in molecular biology with a minor in Chemistry

2020

ACHIEVEMENTS: Eagle Scout (2018), Nationally Recognized Public Speaker/Debate (2018), Model UN State Champion (2018), Top Soccer Coach for children with Down Syndrome (2017-2019)

INTERESTS: Life long learner, coding, management and leadership, business strategy, surfing, snowboarding, competitive sports, diversity, and inclusion, etc.