

JOSE DIAZ

Deerfield Beach, FL 33442 | (561) 537-1696 | jose.diazz@outlook.com

Summary

Strategic operations and marketing professional with over a decade of experience generating leads, driving revenue growth, and leading cross-functional teams across industries. Expert in developing planning, budgeting, and developing automation solutions to enhance scalability and user experience.

Experience

Digital Resource

Technical Operations Manager/ October 2022 – Present.

- Led the migration of a client reporting ecosystem to Google Cloud for 700+ clients, cutting operational costs by 11% and enabling more accurate, scalable performance insights for marketing teams.
- Established enterprise-wide web analytics standards, refining attribution models, UTM parameter collection, and conversion tracking. Improved ROI reporting accuracy and increased campaign conversion rates by +15%.
- Conceived, developed, and launched a white-label CRM (GoHighLevel) for our dental practice and local services clients to improve lead management from paid and organic campaigns. Defined go-to-market and SaaS pricing strategies, marketing automation workflows, and sales enablement materials, driving adoption across multiple verticals resulting in \$15k in MRR and \$22k in usage fees during the first year.
- Oversaw LiveChat operations blending AI chatbots and live agents, capturing 7,000+ annual marketing qualified leads in health, B2B and home services sectors, significantly boosting customer engagement and pipeline growth.

PR.Business

Paid Media Manager/ October 2021 – October 2022

- Built a high-performing PPC team from the ground up, managing \$400K+ in monthly ad spend. Implemented integrated ad strategies that optimized performance and profitability.
- Created effective call flows, product pitches, objection handling, and retention tactics for an account management team in a high-paced call center environment, driving an average monthly increase of \$5K in recurring ad management revenue and an additional \$25K through upsells (SEO, Social, Web, and Reputation Management).
- Established SOPs for strategy and creative development, campaign execution, conversion tracking and reporting.
- Partnered with IT to develop automated workflows in CRM and project management tools, enabling robust tracking and data analysis across Google MCC, Facebook Ads, Bing Ads, Asana, Excel, and Salesforce.

New Design Furniture (dba Yacht Tailor)

Sales and Marketing Director / July 2019 – October 2021

- Expanded market reach of New Design Furniture by identifying opportunities and penetrating the lucrative yacht industry, successfully launching a new product line and generating over \$250K in revenue within 18 months.
- 4x Sales Qualified Leads by developing, executing, and optimizing go-to-market strategy and media plan for an integrated account based marketing campaign on LinkedIn, Instagram, and email targeting yacht owners, captains, and brokers to generate a high volume of qualified leads and improved brand positioning.
- Report monthly KPIs to track campaign performance and forecast annual budgets.
- Direct and manage the brand's print and digital creative library for promotional material, sales enablement, and content creation by handling vendor relationships with web developers and graphic designers.

3dcart

Digital Media Project Manager / October 2018 – July 2019

- Coordinated the planning, creation, and optimization of website content, social media, email, and PPC using Scrum on Asana. Delivered projects on time and within budget, increasing conversion rates and revenue.
- Conducted market research and competitive analysis to inform the development

of impactful marketing campaigns, driving customer acquisition and retention.

- Oversee the management of sales resources, including proposals, invoices, CRM, and event logistics, ensuring smooth and efficient sales processes.

YP

Digital Media Executive / April 2016 – October 2018

- Maintained top 25% performance as a regional account executive by leveraging a proactive pipeline built through cold calling and networking.
- Utilized Salesforce for end-to-end sales operations, improving deal closure rates and client satisfaction.
- Developed tailored digital marketing strategies (SEO, PPC) for local businesses to increase online visibility, generate leads, and drive sales.

The Men's Wearhouse

Assistant Sales Manager / June 2013 – April 2016

- Drove a 20% increase in store sales volume within one fiscal year by implementing consistent benchmark behaviors and fostering a team-selling environment.
- Managed visual merchandising, inventory control, and tailor shop operations, contributing to \$2M+ in annual sales
- Coached and mentored sales consultants to achieve performance goals and deliver superior customer experience.

U.S. Navy

Damage Control Equipment Specialist / March 2009 – March 2013

- Executed 2,000+ hours of firefighting equipment maintenance, ensuring mission readiness under extreme conditions.
- Trained and led 10+ new team members, fostering a culture of accountability and collaboration.
- Built leadership, adaptability, and intercultural communication skills through multiple overseas deployments.

Education

B.S. Management Information Systems / Florida Atlantic University

2013-2017

Focus on Business Analytics

Skills

- Spanish (fluent)
- SEM
- SEO
- Conversion Rate Optimization
- Sales Operations
- Product Development
- Go To Market Strategy
- Annual Budget Planning
- Project Management
- Vendor Management
- Account Management
- Web Analytics
- Data Analysis
- Data Visualization
- Email marketing
- Marketing Automation
- Community Management
- AB testing
- Team development
- Copywriting
- Funnel Optimization
- B2B & Account Based Marketing
- Event Management
- CRM Administration
- Problem Solving
- Client Retention
- Media Planning
- Digital Marketing Strategy
- Microsoft Excel (advanced)
- Google Ads
- Meta Ads
- Bing Ads
- LinkedIn Ads
- Google Tag Manager
- Google Analytics
- Google Search Console
- Asana
- SEMRush
- Salesforce
- Hubspot
- GoHighLevel
- Wordpress
- HTML
- CSS
- JS
- Zapier
- Hootsuite
- Canva