

Felipe Posada

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PROFESSIONAL SUMMARY

Dynamic Digital Marketing Leader with 10+ years of proven success driving impactful campaigns through data-driven strategies and innovative technologies. Expertise in **Google Ads (PPC)**, **SEO**, **lead generation**, and **cross-channel marketing**, with a track record of managing **multimillion-dollar budgets** and delivering measurable ROI. Adept at leveraging **AI tools**, **emerging platforms like TikTok Ads**, and scalable marketing solutions for diverse industries. Renowned for cutting-edge approaches that enhance **customer engagement**, scale **global campaigns**, and achieve sustained growth.

PROFESSIONAL EXPERIENCE

Digital Media Manager

AirSculpt, Miami Beach, FL

March 2024 – August 2024

- Boosted **click-through rates by 10%**, **leads by 35%**, and cut **CPC by 17%** using advanced Google Ads strategies and automated workflows.
- Implemented an AI-driven Google Ads script to automate negative keyword placements across 20+ campaigns, saving time and improving targeting precision.
- Collaborated with design and content teams to create **high-performing landing pages** and dynamic ad creatives, achieving record lead conversion rates.
- Managed a \$25 Million+ annual ad budget, ensuring **maximum ROI** while aligning campaigns with brand positioning.

International Paid Search Consultant

Various Agencies and Clients

October 2021 – March 2024

- Delivered high-impact paid search campaigns for clients across healthcare, legal services, financial services, and lifestyle industries, driving measurable lead generation results.
- Improved **lead quality by 25%** and reduced **CPL by 20-30%** by refining keyword strategies, restructuring campaigns, and testing bid adjustments.
- Managed **cross-regional campaigns** in North America and Latin America, tailoring ad strategies to local audiences and increasing engagement by **50%**.

- Developed integrated campaigns incorporating **Google Ads, Display Network**, and retargeting strategies to convert high-value leads.
- Collaborated with agencies and clients to scale campaigns effectively, delivering ongoing insights and solutions that enhanced pipeline growth and ROI.

Chief Marketing Officer

Iberico Club, Miami, FL

October 2019 – October 2021

- **Scaled revenue by 230% in one year**, achieving a **10:1 ROAS** through **innovative, cross-channel digital campaigns** that combined **Google Ads, SEO, CRO**, and landing page optimization.
- **Spearheaded all marketing initiatives** as part of a lean team, personally managing and hiring key contributors, including a web developer, cyber security specialist, and a social media manager.
- Developed and implemented **email marketing strategies** aligned to a content calendar of **holidays and promotional events**, resulting in a **significant boost in engagement and sales**.
- Created and optimized **high-performing landing pages** and **raffle-based Instagram campaigns** to increase **brand awareness** and grow social media followership.
- Managed collaborations with external designers and agencies for creative assets, ensuring all marketing materials adhered to brand guidelines and supported business objectives.

Sr. SEM Manager

Tambourine Hotel Marketing, Fort Lauderdale, FL

May 2017 – February 2018

- Managed multimillion-dollar Google Ads budgets for **hospitality giants (Hilton, Marriott, Best Western)**, reducing **CPC by 30%** and boosting ROAS by **50%**.
- Led **geo-targeted campaigns**, driving direct bookings and outperforming OTA competitors by 25%.
- Received internal recognition for outstanding client results and contributions to team success.

EDUCATION

Florida International University, Miami, FL

Bachelor of Digital Marketing | **Cum Laude**, GPA: 3.8 | **April 2016**

CERTIFICATIONS

- **Google Ads Certified** – Google (2024)
 - **Google Analytics Certified** – Google (2024)
 - **Advanced CRO & Conversion Strategies** – CXL (2024)
 - **Psychology for Websites** – CXL (2024)
 - **TikTok Ads Certification** – CXL (2024)
 - **Landing Page Design & UX Optimization** – Udemy (2017)
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SKILLS

- **Digital Advertising:** Expertise in **Google Ads, Bing Ads, and TikTok Ads** for global lead generation and e-commerce.
- **SEO & Content Marketing:** Skilled in **on-page/off-page SEO**, keyword strategy, and organic traffic growth.
- **Conversion Rate Optimization (CRO):** Proficient in **A/B testing, heatmap analysis,** and funnel optimization for maximum ROI.
- **Data Analytics & Reporting:** Advanced use of **Google Analytics, SEMrush,** and custom dashboards for actionable insights.
- **Global Campaign Management:** Experience scaling campaigns across **North America, Europe, and LATAM** for diverse audiences.
- **Emerging Platforms:** Mastery of **AI-powered tools** and expanding expertise in **TikTok Ads** for innovative campaigns.