

## FELIPE POSADA

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## PROFESSIONAL SUMMARY

Paid-search and digital-marketing leader with 15 + years of experience managing budgets up to \$25 M per year and delivering results such as 230 % revenue growth and 123 % customer gains while consistently cutting CPA and boosting ROAS. Expert in Google Ads, CRO, and data-driven experimentation across e-commerce, B2B SaaS, healthcare, and professional-services markets. Known for building global, cross-functional teams that turn insights into sustainable growth.

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## PROFESSIONAL EXPERIENCE

### ANYWHEREWORKS

Digital Marketing Manager  
Dec 2024 – Jul 2025

- Promoted from a single brand to oversee paid search for AnswerForce, Signmore, and LexReception after record performance.
- Increased AnswerForce customers by 123 % and reduced CPA by 37 %, lowering cost per deal 22 % through smart bidding, manual CPC refinement, and landing-page tests.
- Cut LexReception spend 34 % while lifting impressions 43 %, clicks 16 %, and conversion rate 36 %, driving a 33 % CPA drop via account restructuring and audience layering.
- Grew Signmore deals 16 % and decreased CPA 12.5 % by tightening keyword themes and deploying high-intent creative.
- Built executive dashboards and mentored a remote India-based team on Google Ads and CRO best practices.

### AIRSCULPT

Digital Media Manager  
Mar 2024 – Aug 2024

- Boosted CTR 10 % and leads 35 % while cutting CPC 17 % using advanced Google Ads automations.
- Deployed an AI script that added negative keywords across 20 + campaigns, saving hours weekly and sharpening targeting.
- Led landing-page CRO with design and content teams, achieving record lead-to-book conversion rates.
- Managed a \$25 M + annual ad budget, aligning spend with brand goals and maximizing ROAS.

## INTERNATIONAL PAID SEARCH CONSULTANT

(Remote)

Oct 2019 – Mar 2024

- Ran lead-generation campaigns for healthcare, legal, finance, and lifestyle clients, improving lead quality 25 % and lowering CPL 20–30 %.
- Managed campaigns across North and Latin America, increasing engagement 50 % through localized creative.
- Integrated Google Ads, Display Network, and retargeting tactics to capture high-value leads and scale pipelines.
- Partnered with agencies and in-house teams to deliver insights that sustained pipeline growth and ROI.

## IBERICO CLUB

Chief Marketing Officer

Oct 2019 – Oct 2021

- Drove 230 % revenue growth in 12 months and achieved 10 : 1 ROAS using Google Ads, CRO, and targeted email campaigns.
- Hired and led a lean marketing team, streamlining workflows for faster execution.
- Created holiday email campaigns that lifted engagement and sales during key periods.
- Launched landing-page tests and Instagram raffles that expanded reach and brand awareness.

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## EDUCATION

Florida International University | B.S. Digital Marketing, Cum Laude, GPA 3.8 Apr 2016

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## CERTIFICATIONS

- Google Ads Certified – Google (2025)
- Google Analytics Certified – Google (2025)
- [Digital Psychology & Persuasion](#) – CXL (2024)
- [Principles of Persuasive Design](#) – CXL (2024)
- [Technical Content Marketing](#) – CXL (2024)
- [Psychology of Websites](#) – CXL (2017)
- [Landing Page Design & UX Optimization](#) – Udemy (2017)

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## SKILLS

- Google Ads & Bing Ads • Keyword Research & Bid Strategy
  - Display & Retargeting • Conversion Rate Optimization • Landing-Page Testing
  - Google Analytics & SEMrush • Data Visualization & Reporting (Looker Studio, Sheets)
  - Cross-functional Leadership
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