

# Marcos Manon

## Digital Growth & Operations Engineer

marcosmanon@outlook.com

linkedin.com/in/marcosmanon

Naples, FL · US Work Authorised

15+

Years of experience

5

Active certifications

2

Spoken languages

SEO/SEM

PPC

GA4

AI & Automation

UI/UX

Next.js

HubSpot

Figma

Bilingual EN/ES

### PROFILE

Results-oriented digital marketing and operations professional with 15+ years driving scalable growth. Expert at fusing data-driven strategy, AI-augmented automation, premium design, and modern web development into integrated full-funnel solutions. Bilingual (English/Spanish), US-work-authorised.

### EXPERIENCE

#### Digital Marketing Specialist

SmartLink Digital · Apr 2024 – Present · Naples, FL

- Architect and execute integrated marketing strategies across SEO, paid media, and content channels, consistently delivering measurable lifts in qualified lead volume and organic visibility.
- Engineer high-converting landing pages and user experiences using AI-augmented workflows, achieving above-industry-average conversion benchmarks.
- Develop advanced analytics infrastructures combining GA4, GTM, and Looker Studio to drive continuous CRO and attribution improvements.

#### SEO Specialist

AMIC Social · Jul 2023 – Feb 2024 · Remote

- Led technical SEO audits and full-scale website architecture optimisations, dramatically improving client search rankings and local map-pack visibility.
- Analysed complex user journey data and performance funnels to surface actionable insights and maximise organic traffic for diverse client portfolios.
- Managed multi-channel digital content aligned with brand voice, visual standards, and platform-specific SEO best practices.

#### Independent Projects & Professional Development

Self-Directed · 2021 – 2023 · Miami, FL

- Pioneered integration of generative AI and no-code/low-code automation platforms to build scalable content pipelines.
- Developed full-stack web solutions focused on UX/UI excellence and responsive design, using self-directed projects as a live performance lab.
- Applied SEO analytics and iterative A/B testing to continuously refine digital properties across multiple verticals.

#### Robotics Instructor & Program Lead

Robotic Academy · Aug 2015 – Dec 2021 · Santo Domingo

- Designed project-based STEM curricula for students ages 8–18, developing critical thinking and collaborative problem-solving skills.
- Applied data-driven progress tracking to optimise curriculum outcomes and student engagement.

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### Bilingual Customer Advocate

BMW Group Financial Services · Jan 2015 – Dec 2017 · Hilliard, OH

- Managed high-volume bilingual communications consistently exceeding corporate SLA targets for response time and first-contact resolution.
- Leveraged Salesforce CRM to maintain interaction records and deliver data-backed process improvements.

#### STACK & CAPABILITIES

##### Operations & Business

Google Workspace, MS Office 365, Slack, Monday.com, Notion, Salesforce, HubSpot CRM, Asana, Jira, QuickBooks

##### Marketing & Growth

Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, HubSpot, Mailchimp, Klaviyo, ActiveCampaign, Google My Business, Bing Ads

##### AI & Automation

ChatGPT/OpenAI, Claude (Anthropic), Google Gemini, Midjourney, Zapier, Make (Integromat), Perplexity, Runway ML

##### Analytics & Data

GA4, Google Tag Manager, Search Console, Looker Studio, BigQuery, Semrush, Ahrefs, Hotjar, Microsoft Clarity

##### Design & Creative

Figma, Adobe Ps/Ai/Pr/Id/Ae, Canva, Webflow — UI/UX Design, Motion Graphics, Brand Identity

##### Web Development

HTML/CSS, JavaScript, React, Next.js, Bootstrap, Tailwind CSS, WordPress, Shopify, GitHub, Vercel

#### EDUCATION

##### Bachelor's in Business Administration

PUCMM, Santo Domingo · 2014–2018

Marketing, business strategy, and digital development.

##### Digital Marketing Certification

Shaw Academy · 2016–2017

SEO frameworks, content lifecycle, and campaign analytics.

#### CERTIFICATIONS

##### Google AI Professional

Google

2026–2028

##### Meta Ads Certification

Meta

2025–2026

##### HubSpot Content Marketing & SEO

HubSpot

2025–2026

##### Google Ads Certification

Google

2024–2026

##### Google Analytics Certification

Google

2023–2026

#### LANGUAGES

##### *English*

Fluent, Bilingual

##### *Spanish*

Fluent, Bilingual