

ROBERT GARCIA

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SUMMARY

I'm a dynamic marketing professional with a robust 20-year career blending advanced skills in SEO, SEM, PPC, and comprehensive digital marketing strategies. Recognized for elevating online presence and revenue for diverse brands through innovative search engine optimization and marketing techniques. Expert in leveraging digital tools to enhance traditional marketing approaches, seamlessly integrating the best of both worlds. Proven track record in crafting and executing successful campaigns across B2B and B2C sectors, driving significant improvements in web traffic and customer engagement. Passionate about mentoring teams to excel in both digital and conventional marketing landscapes, ensuring holistic brand growth and market penetration.

EXPERIENCE

Head of SEO | ICBBD Holdings/ ABA Centers/ GateHouse | Ft. Lauderdale, FL | January 2023 – Present

- Led SEO for 9 health brands at ICBBD, achieving a 450% and 750% increase in web traffic for GateHouse Treatment and ABA Centers of Florida, respectively.
- Implemented WordPress-based Core Web Vitals and PageSpeed improvements, enhancing site load times by over 45% and boosting overall SEO performance.
- Developed and integrated CTAs that resulted in a 47% improvement in conversion rates.
- Aligned content strategies with Google's guidelines, fostering the creation of user-centric content and enhancing content marketing effectiveness.
- Applied semantic search principles to content creation, significantly contributing to targeted and comprehensive digital marketing strategies.
- Increased organic traffic admissions from 5% to 35%, optimizing marketing qualified leads through strategic keyword and traffic management.
- Led an Online Reputation Management program across multiple departments, establishing a comprehensive policy that improved online engagement and managed Google Business Profile.
- Instrumental in digital marketing contributing to 86% of ICBBD's total business income, showcasing the success of integrated SEO, SEM, and online marketing strategies.

Global Head of SEO | Sandals/Beaches | Miami, FL | May 2022 – December 2022

- Spearheaded SEO for Sandals/Beaches' global web portfolio, leading a team of 5 and collaborating with 15 departmental members, resulting in enhanced site performance and user experience.
- Implemented policy and technical changes, improving site structure and image optimization, which significantly elevated Core Web Vitals scores.
- Developed and executed a comprehensive content strategy aligned with Google's guidelines, optimizing search results and reinforcing E.A.T signals.
- Managed content creation and planning strategically, and structured schema for blogging platforms, boosting SEO rankings.
- Formulated and led a dynamic 24-month SEO and digital marketing strategy, driving significant improvements across all international web properties.

Digital Marketing Manager | Costex | Miami, FL | November 2018 – May 2022

- Increased website traffic by 500% through focused SEO and digital marketing efforts, elevating Costex's online presence and contributing to a revenue increase from \$100 million to \$300 million annually.
- Executed a content optimization plan for over 1200 product pages, enhancing product visibility and search reach.
- Optimized the digital marketing budget, cutting Google Advertising costs by 33% without sacrificing traffic, while expanding into social media and industry-specific advertising.
- Boosted social media engagement by 40% through strategic partnerships and targeted content strategies on platforms like Facebook, LinkedIn, and industry forums.
- Collaborated with financial institutions to create and disseminate valuable content, including guides, videos, and hosting online events, strengthening Costex's digital engagement and brand presence.
- Played a key role in driving internet sales, with online leads and sales accounting for 80% of new business growth, significantly impacting overall sales performance.

Marketing Director - Director of E-Commerce | iPatioUmbrella.com | Miami, FL | May 2009 – November 2018

- Drove a significant increase in sales at iPatioUmbrella.com, growing revenue from \$120,000 in 2009 to \$2 million by 2018 through targeted digital marketing strategies and a focus on user experience.
- Led a major platform transition from ASP.NET StoreFront to Magento, resulting in enhanced functionality and a more seamless customer experience.
- Implemented comprehensive SEO and SEM strategies across multiple platforms, significantly improving site visibility and search rankings.
- Executed data-driven marketing by monitoring and analyzing KPIs, leading to optimized marketing and content strategies that contributed to increased sales.
- Oversaw the website's design overhaul, including layout and content optimization, which played a key role in improving conversion rates and engaging customers.
- Contributed to the strategic sale of the business in 2018, highlighting a successful tenure and substantial business growth.

Director of Marketing and E-commerce | BeautyVice.com | Miami, FL | February 2007 – March 2009

- Directed marketing efforts at BeautyVice.com, significantly enhancing brand visibility and accelerating sales growth.
- Launched a successful subscription-based sales model, generating an additional \$55K monthly revenue.
- Crafted targeted marketing campaigns and executed strategic SEO/SEM initiatives, which significantly expanded market reach and escalated website traffic from 10 visitors per day to over 8 million visitors annually.
- Managed content development and technical SEO, resulting in improved search rankings and a 50% boost in customer engagement.
- Successfully led the rebranding initiative, transitioning from Banler Beauty to BeautyVice, which spurred a 40% increase in web traffic and a 25% rise in sales.
- Played a key role in the initial business strategy and operational setup, culminating in the acquisition of BeautyVice.com.

Director of Internet Services | Synergy Development Consulting | Miami, FL | March 2003 – February 2007

- Directed Internet and Media services at Synergy Development Consulting, delivering comprehensive marketing, branding, advertising, SEO, and SEM solutions to SMBs, and crafted impactful online and offline branding strategies for major clients including Royal Caribbean, Finotex, Bell South, Home Depot, Lowe's, TCHZ, and Sephora.
- Spearheaded creative development for various e-commerce and service platforms, enhancing digital presence and customer engagement.

CERTIFICATIONS AND AWARDS

Exercising Leadership: Foundational Principles | Harvard University EdX | 2021

Mobilize people to tackle tough problems and build the capacity to thrive through the dangers of change.

Print Excellence Award - Catalog | Another Drummer Advertising Awards - AMA | 1998

Excellence in Creative Catalog Design and Printing Award for 1997-98 Lifestyle Products Catalog

Brochure Design Award - Catalog | Another Drummer Advertising Awards - AMA | 1999

Excellence in Creative Catalog and Brochure Awards for MUSC Lifestyle Products 1998-1999

EDUCATION

Art, Commercial Art, and Education | Marketing | 3.33 | Miami-Dade Community College/ University of Miami | Miami, FL | 1993

SKILLS

Digital Marketing Expertise:

- **SEO & SEM:** Proficient in Google Analytics, Google Search Console, BrightEdge, SEM Rush, Ahrefs, MOZ, Screaming Frog.
- **Content Management Systems:** Expertise in WordPress, Magento; experienced with Joomla, Drupal, Ghost, DNN, Strapi, CraftCMS.
- **PPC & Online Advertising:** In-depth knowledge of ad targeting, budget optimization, performance analysis.

Technical Proficiency:

- **Development:** Knowledgeable in PHP, JavaScript, ElectronJS, VueJs, NextJS, ASP.NET, MsSQL, MySQL, MariaDB, Percona.
- **Front End Development:** Expertise in HTML, CSS, JavaScript.
- **Adobe Creative Suite:** Proficient in Photoshop, Illustrator, InDesign.

Emerging Technologies & AI Tools:

- **AI & Large Language Models:** Experienced with ChatGPT, Claude.AI, Perplexity for content creation, data analysis, and workflow automation.
- **AI Integration:** Familiar with integrating AI tools into digital marketing strategies.

Business Intelligence & Software Tools:

- **Business Intelligence Tools:** Skilled in Power BI, Metabase, Advanced Excel functionalities.
- **Code & Scripting Tools:** Proficient in Notepad++, Visual Code, HeidiSql, PowerShell, CLTs, Tabby.
- **Microsoft Office Suite:** Highly proficient in Excel, Access, Outlook, Word, OneNote, PowerPoint.

Leadership & Communication:

- **Active Listening & Teaching:** Exceptional ability in active listening and teaching, fostering a learning environment within teams.
- **Integrity & Openness:** Committed to honesty and integrity in professional conduct.
- **Leadership Skills:** Demonstrated expertise in leading marketing teams and project coordination.