



SALVADOR GUAJARDO

Digital Product
Manager

CONTACT

✉ guajardo_salvador@yahoo.com

☎ (210) 663-9174

📍 San Antonio, TX

🌐 /in/salvadorguajardo

🌐 salvadorguajardo.com

CORE SKILLS

- Search Engine Optimization (SEO)
- User Experience (UX)
- Product Strategy
- Web Content Writing
- Search Engine Marketing (SEM)
- Content Strategy
- Data Analysis & Reporting
- Agile Project Management

TOOLS

- Microsoft Office Suite
- Adobe Creative Suite (Photoshop)
- Jira
- Workfront
- HTML/CSS
- Sitecore
- Conductor
- ContentKing
- SEMRush
- Siteimprove
- Yext
- Google Tag Manager
- Google Analytics
- Google Business Profile

PROFILE

- 4+ years of experience in digital and product marketing developing and executing large-scale strategic campaigns within highly competitive industries.
- Strong communication and relationship-building skills proven through history of collaborating with diverse project stakeholders to analyze business requirements, establish timelines, identify risks, present solutions, and measure outcomes.
- Performance-driven leader with a track record of leveraging data to support the decision-making process and establishing KPIs to surpass organizational objectives.
- Life-long learner with a passion for professional development; proactively stays up to date on market news, trends, and industry best practices.

WORK EXPERIENCE

Coordinator, Digital Marketing & Analytics | University Health Sep. 2022 – Present

- Manage website content and optimization strategy, improving first page keywords by 71% on Google and similarly on leading search engines YoY 2023-2024.
- Lead implementation and partner relationship with SEO platform Conductor, developing keyword & page groups, executive level reports tracking key organic KPI's for the organization's website, and executing research-backed SEO projects.
- Host weekly digital content workshops for our Digital Marketing team, managing agenda, and making sure our projects are on track.
- Awarded multiple performance-based employee awards from internal clients and coworkers.
- Perform extensive topic and keyword research for our 'HealthFocus SA' blog; present findings and optimize evergreen content, increasing readers by 20%+ YoY.
- Manage our data portal & external developers that house our provider, location and insurance data pushing and pulling from third party platforms, our websites, EPIC EHR and apps to maintain a consistent and accurate user experience.

Marketing Coordinator | Tetherview Dec. 2021 – Sep. 2022

- Spearheaded the website revitalization initiative by integrating a new tech-stack, which improved single page load time by 1+ second and overall site accessibility.
- Diagnosed email deliverability issues and implemented SMTP to establish stronger domain credibility and reputation, resulting in a decrease in bounce rates.
- Generated qualified B2B leads through on-page and off-page SEO.
- Executed bi-weekly email campaigns to 6,000+ subscribers by leveraging blog content and site resources, maintaining a 6% CTR, 2%+ CVR, and a 15-20% OR
- Visualized and presented campaign data including marketing KPIs and company sales activity on a weekly and monthly basis to the executive leadership team.

Marketing Associate | G&G Metal Roofing Sep. 2020 – Dec. 2021

- Launched paid search campaigns and managed budgets upwards of \$500, generating 10+ conversions per month which translates into a 3% conversion rate and \$50 CPA.
- Led digital strategy through plan, project management and execution.
- Revitalized on-page copy along with content structure and meta data utilizing SEO best practices.
- Acted as digital marketing and SEO evangelist to leadership, proving effectiveness through tangible results.

EDUCATION & CERTIFICATIONS

MS, Information Technology | The University of Texas at San Antonio In Progress, 2026

BBA, Marketing | The University of Texas at San Antonio

Google My Business

SEMRush SEO Toolkit

Siteimprove Platform Manager

Google Analytics

Google Ads Search