



LUIS GUZMÁN

ONLINE MARKETING SPECIALIST

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Hello, my name is Luis Guzmán Abundes and I'm an Online Marketing Specialist. I am passionate about online marketing and technology, yet my biggest passion is to keep developing myself at my workplace. I have worked in different countries and I enjoy working with different cultures as it improves my work & life experience.

WORK EXPERIENCE



VICE - Social Media Strategist at VICE / Head of Social at VIRTUE
2017 - Present



ARROBA - Media Performance Manager / Social Media Manager
2013 - 2017



JWT TALK - Search Marketing Specialist (SEO, SMO, SEM).
2012 - 2013



HOLD - SEM, SEO, Sales, and Account Executive.
2010 - 2012



WALT DISNEY WORLD - Marketing Internship
2008

EDUCATION



AULA CREATIVA - Master in Graphic Design
2015



TRAZOS - UX Design
2015



IED MADRID - Master in Online Marketing
2013



UNIVERSIDAD DE MONTERREY - International Marketing and Advertisement
2012

PROFESSIONAL SKILLS & LANGUAGES

Photoshop



Google Analytics



Basecamp



Illustrator



Google Adwords



English



Indesign



Tag Manager



Spanish



Premiere



Omniture



French

