

# Yainis G. Burgos

YainisBurgos2@gmail.com • (813) 263-7958 • <https://yainisburgos.com/> • [linkedin.com/in/yainisburgos/](https://www.linkedin.com/in/yainisburgos/)

Data-driven performance marketer with a proven track record of devising and executing comprehensive digital marketing strategies.

## KEY SKILLS

Strategic Planning | Digital Marketing | SEO / SEM | Social Media | Paid Media | Content Marketing | Website | Campaign Strategy | Insights & Data Reporting | Brand Development | Agency Management | Analytics | Conversion Rate Optimization | Diversity, Equity & Inclusion | Meta Blueprint | Market Research & Personas

## EXPERIENCE

### **Citibank**

#### **Global Marketing Channel Manager**

**Mar 2024 - Present**

#### **Global Marketing Campaign Manager, Paid Media**

**Jul 2023 - Mar 2024**

Manage strategic initiatives to develop and implement marketing strategies across diverse online channels to meet business goals. I collaborate with cross-functional teams and serve as a channel expert to drive brand visibility, engage target audiences, and optimize lead generation on a global scale.

- Evaluate and enhance existing channel strategies, leveraging data-driven insights and market analysis to identify areas for improvement and innovation
- Developed and refined audience segmentation best practices by channel and region, integrating them into comprehensive campaign playbooks to maximize effectiveness and relevance
- Consult the planning, execution, and measurement of marketing campaigns, collaborating closely with cross-functional teams to ensure alignment with business objectives and brand standards

### **Telia Agency**

#### **Contract, Strategy & Paid Media**

**Aug 2022 - Present**

I create go-to-market strategies for brick & mortar and e-commerce brands to create brand awareness, drive traffic, and build quality sales funnels.

- Develop brand strategies inclusive of owned, earned, and paid channels like google/yelp business, website, social media and other paid advertising channels
- Design, orchestrate, and implement influencer and consumer event strategies to drive foot traffic and boost business engagement
- Consult and optimize compelling social media ads across platforms like Instagram, Facebook, and LinkedIn to drive follower growth, website traffic, and sales conversions

### **Meta (Facebook)**

#### **Sr Marketing Manager (Promoted)**

**Oct 2021 - July 2023**

Executed solution-based marketing campaigns by planning, producing, and optimizing a multi-million dollar digital media budget to maximize business outcomes in partnership with cross-functional teams.

- Drove over 600K total leads and over 6.3 million page visits in North America with a programmatic niche tech campaign with an impressive conversion rate of 16.06%
- Pioneered paid search campaigns driving traffic to high priority job postings with a 12.05% click-through rate (CTR), surpassing the benchmark goal of 5% with over 5K qualified leads in North America
- Championed diversity internally and externally by participating in minority rights groups like Latin@, serving as an SME for Meta Blueprint courses, and approaching campaigns with diversity, equity and inclusion across all elements and experiences

### **Lennar Homes**

#### **Marketing Manager (Promoted)**

**June 2018 – Oct 2021**

Managed a multi-million dollar integrated marketing strategy, overseeing 3 distinct brands, while working across

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multiple layers of the organization to ensure all KPIs were being met.

- Led the planning and implementation of multi-channel campaign activations, including webinars, email marketing, content marketing, direct mail, and paid media.
- Drove down the overall cost per digital lead by more than 50% within a 14 month period in an effort to streamline online campaigns and optimize ROI on paid media
- Developed end-to-end integrated marketing campaigns for 3 brands with 12 websites and 30+ product offerings using a strategic integrated marketing and PR approach inclusive of SEO, SEM, display advertising, paid social, out of home, and more

## **Omni Public**

### **Social Media and Media Relations**

**Oct 2016 – June 2018**

Assisted with the development and execution of digital marketing campaign strategies to drive qualified website traffic and increase leads, sales, and engagement for managed clients such as Tesla, Hyperloop TT, and Ford.

## EDUCATION

### **Master of Business Administration (MBA), Management**

Strayer University

### **Bachelor of Business Administration, Marketing**

University of South Florida

## CERTIFICATIONS

### **Meta BluePrint Digital Marketing**

University of South Florida Certificate in Diversity & Inclusion

## INDUSTRY HONORS & AWARDS

**Awards of Excellence:** Best Consumer Promotion | Best Billboard | Best Community Virtual Tour | Best Zillow Engagement | Best Website | Best Direct Mail | Best Email Campaign | Best Overall Marketing Campaign | Best Video Social Media | Best Print Ad

## LEADERSHIP DEVELOPMENT

Mentor Protégé Program, Tampa Bay Chamber 2023 - Present

Lambda Theta Alpha Latin Sorority, Inc., Tampa FL member 2007 - Present

Meta Resource Group Coaching Program with BetterUp, Meta 2022

## ABSTRACTS & PRESENTATIONS

- Tampa Business Club, Ignite Your Business, Speaker 2024
- Latinas on the Go, The Power of Personal Branding, Speaker 2023
- Tampa Bay Latin Chamber of Commerce, Latin Empowerment, Speaker 2023
- University of South Florida, Women Mean Business, Speaker 2022
- Women's Empowerment Institute, The Power of Inclusion, Speaker 2021 - 2022

## LANGUAGES

English (Fluent), Spanish (Fluent)