




# MAURICIO VAZQUEZ

## DEMAND GENERATION MANAGER

 281-460-0839

 mauricio.vazquez13@gmail.com

 20715 Maple Village Dr, Cypress, TX 77433

 [www.mauriciovazquez.com](http://www.mauriciovazquez.com)

### OVERVIEW

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I am a demand generation focused, digital marketing strategist of 9+ years and have a passion for leveraging data to drive decision making. I love fusing my analytical strengths with my creative mindset to further add value to firms focused on reaching prospects and nurturing them towards purchase intent.

### EDUCATION

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Texas A&M University  
BBA Marketing  
August 2009 - May 2013

### WORK EXPERIENCE

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#### **Gipper**

August 2022 – July 2023

##### *Demand Generation Manager*

- Developed integrated prospecting campaigns that increased qualified subscribers by 28% over a 6-month period
- Improved conversion rate of subscribers to deal opportunity by 64% through the use of nurture workflows that involved personalized email drips, paid retargeting and direct call follow-ups
- Expanded organic visibility by 228% through the creation of landing pages and search engine optimized (SEO) content that was focused on high intent keywords tailored to our ideal customer profile
- Created and distributed industry research survey with over 600 respondents, resulting in the organization's primary lead generation asset, with over 500 downloads
- Coordinated monthly educational webinars using Demio and achieved 50% average registrant attendance
- Orchestrated strategy and vendor management of paid media efforts, achieving a 2:1 return on ad spend
- Lead website refresh vendor management from creative direction to functionality of components within site
- Analyzed performance data from HubSpot Content Management System (CMS) to drive strategic decision making

#### **TopSpot Internet Marketing**

July 2021 – August 2022

##### *Digital Marketing Strategist | Enterprise Brand Manager*

- Strategized and managed the success of a portfolio of 37 client accounts spanning across a variety of B2B and B2C industries, generating over \$380,000 in Monthly Recurring Revenue (MRR) for TopSpot
- Optimized performance of 26 paid search accounts through keyword and/or bid refinements in Google Ads, Bing Ads, Facebook Ads and LinkedIn Ads, totaling in over \$306,000 in monthly budget allocations
- Integrated SEO to formulate cohesive digital strategy with a focus on content optimization, strategic keyword mapping, SERP analysis, schema implementation, and status code resolutions
- Utilized several CMS including WordPress, ModX, Shopify, BigCommerce, CS Cart, Magento, Drupal, and more
- Enhanced the success and personal development of a Customer Relationship Team comprised of 5 specialists, fostering an internal team culture of growth and innovation

#### **Cypress Fairbanks I.S.D. (Bridgeland HS)**

June 2017 – June 2021

##### *Assistant Football Coach | Head Track & Field Coach | Marketing Teacher*

- Promoted into leadership role of Offensive Coordinator for football, leading group of 40+ coaches and athletes through research, development, and implementation of innovative offensive game plans
- Managed three sections of 25+ Digital Media/Web Technology students towards fundamental design skill development within Adobe Photoshop, Illustrator, InDesign, Dreamweaver as well as high-level understanding of HTML coding