CARLOS GUEVARA

Growth Marketing Manager | Meta Ads Media Buying · High-Ticket & Low-Ticket Funnels · GoHighLevel CRM Automation

Quito, Ecuador (UTC-5) · Open to remote · carlosguevara408@gmail.com · +593 98 833 3641 · linkedin.com/in/carlos-andrés-guevara-b0302b219 · Portfolio: https://carlosguevara26.netlify.app/

PROFESSIONAL SUMMARY

Growth marketer specialized in Meta Ads media buying and CRM-connected sales funnels. I build acquisition systems end to end: campaign architecture, conversion tracking (GTM, GA4, Meta pixel and events), WhatsApp and CRM automation (GoHighLevel, Kommo, HubSpot) and continuous optimization. 5+ years across education, solar energy, insurance and public-sector campaigns. Led a 12-person team across three brands and managed $94k+ in paid media over 15 months. Spanish native, English C1.

CORE COMPETENCIES & TOOLS

Paid media: Meta Ads (core), lead generation campaigns, retargeting, lookalike audiences, A/B testing, TikTok Ads, Google Ads (Search, Smart), X Ads

Funnels & CRM automation: funnel design, lead qualification, GoHighLevel, Kommo, HubSpot, WhatsApp Business automation, email automation (Mailjet)

Measurement: Google Tag Manager, GA4, Meta pixel and conversion events, Conversions API (design), tracking audits, Search Console

Leadership & delivery: team leadership (up to 12), B2B and B2C demand generation, ClickUp, Monday.com, WordPress + Elementor, Photoshop, Premiere, AI tools (Claude, ChatGPT)

SELECTED ACHIEVEMENTS

- **Solar energy (República del Sol):** peak month of $650 ad spend against $65,000 in company revenue (100x); 62x monthly average. ROAS = company revenue ÷ ad spend; sales were closed by the commercial team.
- **Education franchise (ALOHA):** digital-channel sales above $500k in Q1 2026 with about $5k/month in ad spend (20x+ ROAS). Meta Ads campaigns and GoHighLevel CRM automation delivered the qualified leads that the sales team closed; pipeline segmented by city and program.
- **Volume:** 458+ campaigns launched across three brands (lead generation, awareness and traffic) and 19,000+ leads and conversions on Meta, TikTok, Google and X (Mar 2025 – Jun 2026).
- **Measurement audit (insurance brokerage):** found Google Ads reporting about 170x more conversions than real leads; rebuilt the conversion events and consolidated the Meta pixel (GTM container v41).
- **Site speed:** removed a third-party script and cut mobile Total Blocking Time from 8-10 s to about 670 ms.

PROFESSIONAL EXPERIENCE

Marketing Coordinator — INTERBROQUER (insurance brokerage)

Quito, Ecuador | Sep 2026 – Present

- Lead the marketing function with a team of 2: paid media (Meta Ads, Google Ads), website, lead flow to the sales team, brand and events.
- Audited about 3 years of Meta Ads (166 campaigns): 86% of spend was optimized for chat-open events instead of qualified leads. Redesigning measurement and funnels (own portfolio vs. digital leads), with 5 conversion events and the Conversions API.
- Delivered a 30-page audit, a strategy deck and the 2027 marketing budget; HubSpot CRM implementation approved for Dec 2026.

National Marketing Manager (promoted from Marketing Manager) — ALOHA Mental Arithmetic · República del Sol · TRIOXY

Quito & national, Ecuador | Mar 2025 – Aug 2026

- Apr – Aug 2026, National Marketing Manager: ran integrated marketing for three brands with a 12-person multidisciplinary team; operated Meta, TikTok, Google and X Ads.

- Built CRM ecosystems (GoHighLevel, Kommo), WhatsApp Business automation and email flows for lead qualification and nurturing.
- Mar 2025 – Mar 2026, Marketing Manager (República del Sol · TRIOXY): built B2C and B2B demand generation for solar and eco-solutions with warm/cold funnels segmented by product and city, 79 Meta campaigns plus Google Search/Smart, and self-implemented conversion tracking.

Head of Marketing & Communications — Anthropos Group (Antroproyectos · Strattos · 1985 Producción Audiovisual)
Quito / Lima | Nov 2022 – Mar 2025 (Antroproyectos Latinoamérica from Nov 2022; holding-wide from Apr 2023)

- Led the in-house marketing and communications department of a holding with operations in Ecuador and Peru: team of 5 and budgets of $10,000+/month.
- Owned brand communications for the three holding companies and project communications for institutional and corporate clients.
- Telematic Voting 2023 (CNE): communications across 20+ countries with programmatic advertising, an informational website and ATL/BTL production.
- WIWA campaign for the Pichincha Prefecture: 360° provincial strategy across radio, TV, digital and field activations.

Earlier experience
Graphic Designer (freelance), Techknowledge Solutions TKS, 2021 – 2022 · Artistic Curation Intern, Kingman Galería, Jan – Jun 2021 · Marketing & Advertising Coordinator, Dragon's Bag (USFQ student initiative), 2020 – 2022: ~10-person student team, Meta Ads and audiovisual content.

EDUCATION & LANGUAGES

B.A. Visual Arts (minor Digital Animation), Universidad San Francisco de Quito, 2017 – 2021 (degree conferred June 2022)

EF SET English Certificate, C1 (2022)

Spanish (native) · English (C1 reading and listening, EF SET)