



MARIO VILLA

Digital Marketing Specialist

CONTACT

- 📞 512-550-1928
- ✉ marioalbertovilla.a@gmail.com
- 🌐 [Mario's Portfolio](#)
- 📍 7350 E. Stetson Dr. Scottsdale, AZ

SKILLS

- Google Ads
- Social Media
- Influencer Marketing
- Ad Strategy Based on Data
- Digital Marketing
- Campaign Optimization
- Account Based Marketing
- LinkedIn Ads

LANGUAGE

- English

ABOUT ME

Digital Marketing Specialist with 6+ years of experience developing and executing high-performing social and paid media campaigns across B2B and B2C audiences. Proven ability to leverage analytics and performance data to optimize strategy, improve ROI, and scale content and ad performance. Experienced with LinkedIn Ads, Buffer, 6sense, and social analytics reporting.

WORK EXPERIENCE

Digital Marketing & Social Media 2024 – Current
Freelance – Remote

Digital Marketing Specialist – B2B 2018 – 2024
Quisitive – Remote

- Increased Quisitive's LinkedIn audience by 63% and expanded their content output by 288%
- Proficiently strategize, implement, and oversee weekly paid and organic social content on Buffer, ensuring alignment with events, blogs, content creator material, and marketing campaigns
- Analyze and apply successful content strategies across platforms, utilizing A/B testing and continuous research to optimize social media performance
- Measuring and reporting monthly Marketing KPI reports to track campaign performance, leads, clickthrough rates (CTR) across channels like ABM, Google & Bing Ads, and social ads

Library Content Manager

Collab – Los Angeles 2017– 2018

- Conducted research, assessed, and monetized unlicensed clips on Instagram, Facebook, YouTube, and Twitter (X) for Collab's Digital Rights Management platform (DRM)
- Assessed incoming licensed assets to ascertain suitable contracts and compensation arrangements
- Managed the processing, tracking, and maintenance of all assets and licensing agreements, concurrently developing metadata for each asset
- Created and curated weekly and daily newsletters featuring high-performing viral content

EDUCATION

Arizona State University 2025 – 2027
M.S. AI in Business

University of Texas at Austin 2013 – 2020
B.S. Radio–Television–Film