

Guillermo Erik Furlan

(704) 575-0353 | g.erik.furlan@gmail.com | www.gerikfurlan.com

PROFESSIONAL AND TECHNICAL SUMMARY

Dedicated, reliable and motivated Social Media and Digital Marketing professional with an advanced degree and over 12 years of experience creating, posting and interacting on social media to provide visibility, traction, and grow company's online presence while increasing sales and profitability. Key technical skills include:

- Adobe CS/CC; Final Cut Pro
- Websites (HTML & CSS)
- Google Ads Search Cert.
- Salesforce
- Social Media, Analytics & Ads
- Wordpress, Drupal, Sitecore
- Google Analytics Individual Qualification
- Email Marketing (Hubspot Certification)
- Digital Marketing
- Hootsuite, Spredfast

EXPERIENCE – SOCIAL MEDIA, DIGITAL MARKETING & INTERACTIVE MEDIA

Burkentine Real Estate Group, Hanover, PA

May 2022 – May 2023

Social Media Coordinator

- Coordinated & executed social media strategy including corporate profiles, individual property pages
- Content creation & coordination for 30+ social media pages – Facebook, Instagram, LinkedIn, Twitter
- Developed & maintained content calendar for creating/scheduling/posting content for all profiles & platforms, maintaining consistent look and messaging
- Created, implemented, tracked and revised digital advertising campaigns (primarily Facebook ads, Google ads) for entire company portfolio – Sales, Property Management, Airbnb
- Worked with Meta Marketing Consultants to optimize digital advertising campaigns
- Generated reports, shared with Director of Marketing, for weekly and monthly analysis of metrics/KPIs to evaluate effectiveness of digital advertising campaigns and overall content
- Collaborated with internal stakeholders (Sales, Property Management, Airbnb) on strategic initiatives and content creation
- Generated consistent growth in followers & engagement, including 18% growth on LinkedIn
- Oversaw restoration and stabilization of social profiles and pages, recovering functionality and enhancing features (after company's Facebook profiles were compromised prior to my hiring)
- Implementation and tracking of Facebook Conversions API and Facebook Pixels across all company sites

Strategic Tax Resolution, Towson, MD

June 2020 – May 2022

Digital Marketing Manager

- Organized and coordinated marketing efforts for digital ads, social media, radio, email
- Defined & executed company's digital marketing strategy, implementing innovative marketing programs to drive visibility and increase sales
- Created content for multiple digital platforms, keeping all social media profiles current and active
- Developed a content calendar to create/schedule/post content for digital platforms, ensuring consistent messaging
- Identified weaknesses in existing marketing campaigns & develop solutions within budgetary limitations
- Coordinated with international vendors on technology implementation and customization – Salesforce CRM, digital communications
- Collected & analyzed metrics and KPIs to measure and track effectiveness of campaigns and digital marketing efforts

imre, Towson, MD

May 2018 – June 2018

Program/Content Coordinator (contract)

- Developed, published and managed content for multiple social platforms, including Facebook, LinkedIn and Twitter.
- Collected, analyzed and reported monthly analytics data from LinkedIn and Twitter, provided high level insights
- Assisted in analytics management and reporting – web, social and digital advertising
- Conducted online conversation research analysis and community insights management

Maryland Chamber of Commerce, Annapolis, MD

July 2015 – October 2017

Social Media Specialist

- Defined, developed and implemented social media strategies to boost membership, increase attendance at events and elevate the overall online profile of the Chamber while keeping all social media profiles current and active.
- Developed a monthly content calendar for preparing/scheduling/posting approved content for social media, website and email newsletters
- Coordinated online activity with marketing and communications objectives and ensured consistent messaging
- Created, ran and monitored social media advertising campaigns (Facebook, LinkedIn)
- Oversaw consistent growth in engagement along with increases in likes/followers
- Updated the Chamber website - mdchamber.org
- Live-tweeted and photographed Chamber events and produced content for future use – both written and visual
- Measured and reported social media activity and its effectiveness via analytics
- Assisted in event planning and management for annual and regular conferences and legislative events

Canton Agency, Forest Hill, MD

December 2014 – July 2015

Social Media Marketing Specialist

- Developed and implemented a social media marketing strategy to enhance awareness of the business and increase sales
- Stayed up-to-date on industry trends to maximize social media marketing efforts
- Set up and maintained social media channels (creating/updating content, answering questions) and tracked and measured effectiveness of social media and social media campaigns
- Consistently increased views/likes/clicks/followers and overall engagement across social media channels

***Previous experience available upon request**

EXPERIENCE - FREELANCE

MOBroadbandNow, Jefferson City, MO

June 2010 – February 2012

Editorial Content & Design Manager

The iMedia Playbook, Parkton, MD

December 2009 – present

Creator/Founder, Sr. Interactive Media Strategist

EDUCATION

- **Elon University, Elon, NC**
 - M.A. – Interactive Media, 2010, GPA 3.79
 - B.A. – Communications and Journalism; Minor – Leisure/Sports Management; Magna Cum Laude, 2002, GPA 3.77

PROFESSIONAL DEVELOPMENT

- **Digital Marketing Science Certification**
 - UNC Charlotte School of Professional Studies (Online), Charlotte, NC, March-May 2023
 - Certifications – Hubspot Email Marketing, Google Ads Search, Google Analytics Individual Qualification
- **Certificate – eMarketing Essentials**
 - Community College of Baltimore County, Hunt Valley, MD, June-Aug. 2014
 - Improving E-mail Promotions, Boosting Your Website Traffic, Online Advertising
- **Additional Certifications**
 - Hootsuite Academy - Hootsuite Platform, Social Marketing, Advanced Social Advertising

***References available upon request**