

Hilton G. Santos

Digital Marketing Professional

I am specialized in search engine optimization and implementing and managing platforms like WordPress, Google Tag Manager, Google Analytics, Google Adwords and paid and organic social media channels like Facebook, Instagram, Twitter, Google + and LinkedIn. My professional experience and highly targeted education allow me to accept any challenge in the field of digital marketing skillfully and with measured confidence.

Professional Experience

- 2003 - 2006** **Director of Marketing**
Polo Aluguer de Autómoveis Lda.
Various car hire websites were built for Polo and reservations generated mainly in the U.K. through search engine optimization, Google Adwords, email campaigns and forum posting. Various affiliate and referral partnerships were formed in the process.
- 2006 - 2015** **Digital Marketer - Web Developer**
Freelancer
Designed and developed multiple airport transfer and car hire websites in Portugal, selling hundreds of transportation services to UK travelers in the Algarve region. Gaming software development on VR Second Life® having developed HRN Games & Gadgets in cooperation with French programmers.
- 2016-05 - 2016-08** **Director de Marketing**
ABC Fine Art
Responsible for the digital marketing strategy development for the new abcfineart.com e-commerce website offering services in art scanning, photos on canvas and photo enhancement in British Columbia Canada, using Adwords, Facebook Ads, organic social media development, SEO and implemented Google Tag Manager and Google Analytics. Email campaigns using MailChimp were also created.
- 2016-06 - 2016-12** **Digital Marketer**
BC Auto Centre & Tri City Mitsubishi
Various lead generation funnels were developed in the extremely competitive market of auto credit and sales. Content related to the target audience was created and marketed through paid and organic social media. Various SEO strategies were implemented and Adwords campaigns created to target search, display and re-market to previous users.
- 2017-01 - 2017-10** **Webmaster**
Freelancer
Websites were built to sell airport transfer services from Faro, Lisbon and Porto airports using WordPress. A team of programmers worked to build the reservation system and back office of the website to allow for reservation management and accounting. The websites are displaying good rankings and excellent mobile performance and conversion levels. Examples: Faroairporttransfers.net | Algarveshuttles.com | Portoairporttransfers.uk

















Education

- 1995** **Law (Incomplete) Moderna University**
- 2016** **Digital Marketing Professional - Red Academy Vancouver**
- 2016** **SEO/SEM & Analytics - BrainStation Vancouver**
- 2016** **Product Management - BrainStation Vancouver**
- 2016** **Digital Marketing - BrainStation Vancouver**
- 2016** **Inbound Marketing Certification - Hubspot**
- 2016** **Google Adwords - Google**
- 2016** **Google Analytics - Google**

Personal Information

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- WWW**
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- LinkedIn**
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Digital Marketing Skills

- Growth Hacking**

- Digital Marketing**

- Image & Design Editing**

- WordPress - Websites & Plugins**

- Data Analysis & Intrepretaion**

- Google Tag Manager & Analytics**

- SMM - Social Media Marketing**

- SEM - Search Engine Marketing**

- Google Adwords Professional**

- SEO - Search Engine Optimization**

- Content Marketing**

- Page Speed Optimization**

- Email Marketing**

- Inbound Marketing**

- Social Listening**

- Cpanel Hosting**

- Native English**
