

Favian Castillo

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Contact at faviancastillo.com

References and further experience available upon request.



EXPERIENCE

Marketplacer, Denver, CO

Marketing Manager

November 2021 - December 2022

- Strategized and executed comprehensive paid and organic campaigns across multiple digital channels, including social media (Facebook, LinkedIn, Twitter), search engines and display networks (Google), YouTube, account-based marketing (ABM), events, email, and content syndication.
- Demonstrated expertise in testing ads, campaigns, and audience targeting to optimize performance and generate leads, consistently offering recommendations and implementing new strategies to achieve success.
- Successfully migrated data from Hubspot to Salesforce, improving analytical capabilities, streamlining the US lead tracking system, and ensuring a clean and updated lead database for enhanced reporting and data health.
- Achieved a significant increase in US LinkedIn followers by implementing follower campaigns, creating newsletters, offering valuable downloadable content, and leveraging event participation to drive engagement and expand online presence.
- Led the management and execution of various marketing initiatives, including social media, email, display advertising, search engine marketing (SEM), press releases, blogs, partner marketing, ABM campaigns, and content syndication.
- Demonstrated exceptional project management skills, utilizing tools like Monday and maintaining effective communication via email and Slack to ensure timely completion of marketing initiatives, meeting deadlines, and achieving desired goals.
- Orchestrated the planning, promotion, and execution of company-hosted events and national conferences, overseeing all marketing aspects, including event registration, booth setup, creative execution, landing page creation, campaign management, sales meeting coordination, and on-site responsibilities.
- Managed and executed engaging webinars, informative blogs, compelling email newsletters, and impactful press releases, utilizing these content assets to drive lead generation, website visits, funnel optimization, pipeline growth, and revenue opportunities for the company.

Marketo, an Adobe company, Denver, CO

Digital Marketing Manager

July 2017 - October 2021

- Orchestrated successful paid campaigns across multiple platforms and channels, including Facebook, LinkedIn, Twitter, Google, DemandBase, Terminus, Bing, and content syndication vendors such as Integrate and TrustRadius. Utilized reporting platforms like Bizible, Marketo, Google, Adobe Analytics, and Tableau for campaign tracking and measurement.
- Achieved outstanding results in the North America (NOAM) market, contributing over \$34 million to the pipeline and generating 936+ opportunities through strategic campaign conceptualizing, execution, testing, and optimization. Implemented innovative approaches, explored new agencies, platforms, and channels, and continuously refined strategies for successful traditional campaigns as well as new initiatives.
- Drove remarkable growth in the Asia-Pacific (APAC) market, with a 135% increase in pipeline and a 228% surge in opportunities during the second half of the year. Conducted a thorough audit of campaigns, tracking setup, reporting, and overall performance. Identified and resolved errors, optimized campaigns, tested new features and content, and personally led the efforts to improve efficiency and achieve significant results.
- Authored three impactful blog pieces on topics including an introduction to digital marketing, email marketing metrics, and running tests on digital marketing channels. Leveraged these articles as educational content for organic social posts and paid promotions, driving website traffic and improving engagement scores for the sales team.
- Delivered on-demand webinars with 10,000+ views, providing valuable tips for digital marketing channels. Achieved high viewership by leveraging the on-demand videos through organic and paid digital channels. Benefited the target audience by offering educational content to improve their campaigns, while also generating sales conversations, nurturing leads through email newsletters, and driving potential pipeline and opportunities.
- Significantly enhanced the 2019 Adobe Summit registration conversion rate by over 2000% through the implementation of a new landing page, optimized advertisements, refined email marketing templates, improved lead tracking, and overall reporting. Created a user-centric landing page that greatly improved the user experience and became the lead asset for the event, resulting in improved performance, optimized campaigns, and cleaner, more detailed data for reporting and insights.

PLATFORM SKILLS

Google Ads, Analytics, Marketo Engage, Hubspot, Tableau, Bizible, Salesforce, Photoshop, InDesign, Illustrator, Spark, Facebook Ads, LinkedIn Ads, Twitter Ads, Mailchimp, Integrate, Terminus, DemandBase, Monday, JIRA

EDUCATION

University of Colorado, Boulder

B.S. Advertising, May 2013

CERTIFICATIONS

- Marketo Engage Expert
- ITSMA ABM Certified

EMPLOYEE RESOURCE GROUP

HOLA (Hispanic Or Latinx at Adobe) Denver Site Leader

- Spearheaded the launch of the "Adobe For All" Employee Resource Group (ERG) in Denver
- Organized and facilitated various events, charity volunteering initiatives, school tours, and panels
- Collaborated with and actively participated in events organized by other ERGs