

GABRIEL A. GONZALEZ

Head of Marketing | AI-Driven Growth & Marketing Strategy Leader

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EXECUTIVE SUMMARY

Strategic marketing leader who builds AI-augmented growth systems, from competitive intelligence to programmatic SEO, translating a lean operating budget into an 18.96x blended marketing ROI. Uses AI to compress research and content production timelines while scaling organic search, lifecycle email, and outreach programs that now influence 66% of new-logo wins.

CORE COMPETENCIES

AI-Driven Marketing Strategy • Growth Strategy & Marketing Leadership • Programmatic SEO & Organic Growth • Budget Ownership & ROI Optimization • Full-Funnel Demand Generation • Marketing-Sales Alignment • Attribution & Executive Reporting • Lifecycle & Nurture Strategy • Data-Driven Decision Making

PROFESSIONAL EXPERIENCE

Head of Marketing | *Go Solutions, Lansing, MI* | June 2025 – July 2026

- Built AI-powered workflows to architect a multi-channel growth model across the marketing function, from competitive intelligence and programmatic SEO to campaign reporting, content creation, and outreach targeting, to help a lean team scale output and sustain an 18.96x blended marketing ROI.
- Created an AI-assisted competitive and market intelligence system, monitoring competitor sitemaps, hiring signals, and industry publications alongside Google Trends and Semrush demand data, to direct content strategy, informing a published article series, product-update content, and expanded SEO coverage.
- Directed a search-visibility strategy that repositioned the company from page-two obscurity to top-of-page-one authority, improving average ranking position from 13.5 to 8.4 and expanding Share of Voice to 21% (150% of target), establishing organic search as the company's primary, lowest-cost acquisition channel (32.5% YoY session growth).
- Redesigned the site's conversion architecture and landing-page strategy to scale a repeatable pipeline-generation engine, growing form submissions 125% quarter-over-quarter, a ~3.3x run-rate increase over the prior full year.
- Built and scaled a segmented lifecycle email sequence (335K+ sends), doubling engagement (0.84% to 1.72% click rate) and generating \$619K in nurture-attributed revenue at 1.79x ROI.
- Partnered with sales leadership to align messaging, lead scoring, and pipeline attribution, elevating marketing's influence to 66% of new-logo wins and 73% of all closed-won deals (\$651K closed revenue, 46% win rate).

Paid Media Strategist | *TCS World Travel, Seattle, WA* | Oct 2022 – June 2025

- Directed strategy and allocation for a \$2M+ Google Ads investment, prioritizing spend toward highest-intent segments to achieve a 9:1 ROAS, and set strategy for a complementary \$480K Meta/LinkedIn paid social program that expanded qualified pipeline.
- Built multi-touch attribution infrastructure (Salesforce + Looker Studio) to give leadership end-to-end visibility into customer-journey ROI, and redesigned the lead-scoring methodology to lift MQL conversion from 3.7% to 4.9% in two months.
- Partnered with sales and email leadership on strategy for a 30K-contact database, contributing to \$3M+ in quarterly sales through segmented, cross-functional campaign execution.
- Introduced Media Efficiency Ratio and Revenue-per-Session as executive-level performance metrics and implemented Media Mix Modeling (Google Meridian) to optimize channel-level budget allocation by marginal ROI, driving 137% MER growth and 243% Revenue-per-Session growth quarter-over-quarter.
- Served as the trusted authority on lead-flow strategy and go-to-market timing across 23+ annual product launches, directing process design from initial prospect through final opportunity stage.

Freelance Digital Marketing & E-Commerce Consultant | *Here to Help Marketing, Deltona, FL* | Dec 2019 – Oct 2022

- Led SEO and paid media strategy engagements for multiple clients, and re-architected a global e-commerce platform to support over \$40K in monthly sales at scale.

Student Services & Marketing Coordinator | *Wiley Education Services, Maitland, FL* | Aug 2017 – Oct 2019

- Directed multi-channel re-enrollment campaigns (email and SMS) achieving a 3% conversion rate, while serving as key liaison between leadership and external partners on budget forecasting and program execution.

EDUCATION

Florida State University, Tallahassee, FL

Bachelor of Science in Exercise Physiology, Minor in Chemistry | April 2016

TOOLS & PLATFORMS

AI-Assisted Competitive Intelligence & Programmatic SEO • Google Ads, Meta Ads, LinkedIn Ads • Google Analytics (GA4), Search Console, Tag Manager • Salesforce, HubSpot, HoneyBook • Semrush, Ahrefs • WordPress, Webflow, Shopify • Airtable, Make, Zapier • Google Meridian (Media Mix Modeling) • Canva, Adobe Creative Suite • Microsoft Office & Google Workspace