

Michael Guberti  
914 980 2774  
Michael@MichaelGuberti.com

## PROFILE

Strategy and results-driven Director of Marketing and freelance writer with 9 years of experience building paid and organic marketing funnels for business-to-consumer and business-to-business markets. Marketing efforts I have overseen have generated roughly \$90M in lifetime revenue for the businesses I have impacted. Managed and spent over a million dollars on online advertising campaigns.

## EXPERIENCE

### **Director of Marketing — 2015 - Present**

- Strategize, develop and manage paid digital marketing campaigns across Google, Meta, Pinterest, TikTok
- Strategize, develop and manage email marketing campaigns
- Optimize website SEO, local SEO, review Google Analytics insights
- Implement reputation management strategies
- Work independently and as a team player

### **Freelancer Writer — 2015 - Present** ([Click here to view my portfolio](#))

Westchester County and Fairfield County Business Journals — 2015 - Present.

Shared insights into digital marketing and social media for businesses to grow.

National Institutes of Health, Plastic and Aesthetic Nursing Journal — 2022 - Present.

Shared cutting-edge digital marketing strategies for medical aesthetics practices.

### **Digital Marketing Speaker — 2016 - Present**

Spoken at the International Society of Plastic and Aesthetic Nurses (ISPAN) Conference, the Vegas Cosmetic Surgery Conference, "An Evening with the Media" panel at the Westchester Magazine Headquarters in Rye, NY, and Fordham University.

### **Certified Holistic Health Practitioner (CHHP) — 2017 - Present**

Certified by the Total Wellness Empowerment Institute. Review lab work and create health protocols.

## EDUCATION

Fordham University, Bronx, New York, Bachelor of Science, Marketing degree, 2018.

## SKILLS

Wix, Shopify, WordPress, Squarespace, Square, Google Analytics, email marketing tools, EZ Texting, CRMs (PatientNow, DaySmart, SalonIris, Vagaro).

## CASE STUDIES

- Grew 6-figure med spas to 7 figures in 6 years.
- Assisted an orthodontic practice to reach the top 1% of Invisalign provider offices in North America two years in a row.
- Achieved a 51% growth rate year-over-year for a hair salon.
- Worked with a Feng Shui school from startup to 6 figures.