

# David Zoque

Marketing Graphic Designer | Digital Marketing Specialist

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## PROFESSIONAL SUMMARY

Marketing Graphic Designer and Digital Marketing Specialist with 5+ years of experience in brand design, web design, and paid advertising on Google and Meta. Track record managing \$200K+ in ad spend, generating 20K+ conversions and steady lead flow at a low cost per acquisition. Bilingual in English and Spanish.

## CORE SKILLS

**Design & Creative:** Adobe Photoshop, Adobe Illustrator, Adobe After Effects, Adobe Premiere, CapCut, Brand Identity, Print Design, Video Editing & Motion Graphics, Social Media Graphics

**Digital Marketing:** Digital Marketing Strategy, Brand Development, Brand Marketing, Social Media Marketing, Campaign Management, Lead Generation

**Paid Advertising & Analytics:** Google Ads, Meta Ads (Facebook & Instagram), Paid Media Management, Google Analytics

**Web & Hosting:** WordPress, WooCommerce, Web Design & Maintenance, cPanel, WHM, Server Management

**CRM & AI:** Zoho CRM, Perfex CRM, AI-assisted (spec-driven) development

**Languages:** Bilingual, English & Spanish

## WORK EXPERIENCE

### Marketing Graphic Designer, ACG Glass & Metals

West Palm Beach, FL

January 2024 - Present

- Manage Google Ads campaigns that have generated 20.9K conversions at a \$9.70 average cost per conversion across \$200K+ in ad spend.
- Run 15+ Meta Ads campaigns (Facebook & Instagram), reaching up to 169K users and driving 9K+ landing page views at \$0.46 per view.
- Designed and built the company website on WordPress, which has received 66K+ users and 83K+ sessions across paid, organic, and direct channels.
- Produce social media graphics, print collateral, and branded content that reinforce a consistent brand identity across all channels.

### Freelance Web Designer

West Palm Beach, FL

2023 - Present (Part-time)

- Delivered 40+ web projects for businesses across Colombia, Guatemala, and the United States, handling brand, design, and development on WordPress and WooCommerce, plus hosting and maintenance.

### Head of Marketing and Design, Qpaypro S.A.

Remote (Guatemala)

June 2021 - July 2023

- Led brand, design, and Meta Ads lead generation for two fintech products (QPayPro and QPayShop), generating 700 to 1,100 qualified leads per month at a cost per lead near \$2.10.
- Achieved a 5% to 7% click-through rate across paid social and built a social community of 10K followers, working toward a monthly goal of 1,200 qualified leads.
- Designed and built the company website supporting both products (QPayPro and QPayShop).

### Graphic Designer, Previred Colombia

Neiva, Colombia

July 2020 - June 2021

- Designed and built two websites for the Previred Colombia holding company: its corporate site and its skin clinic site.
- Developed creative concepts and produced high-quality design assets for print and digital campaigns.

## EDUCATION & PROFESSIONAL DEVELOPMENT

Self-taught designer and digital marketer with 5+ years of hands-on experience, complemented by university coursework:

- **Coursework in Graphic Design**, CUN (Corporación Unificada Nacional de Educación Superior), Colombia
- **Coursework in Marketing & Digital Transformation**, Universidad El Bosque, Bogotá, Colombia

## CERTIFICATIONS

- Google Ads Measurement Certification, Google
- Google Analytics Certification, Google