

Joel Villarini

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Professional Profile

I am a Digital Marketing, Media and Technology Professional with a passion for digital communications with over 15 years of experience. My work has included most areas of Digital Media ranging from web building, content creation, blogging, digital marketing, advertising (search, display, mobile and social media) as well as extensive experience in community management and organic social growth. Working in both radio and television has allowed me to successfully integrate digital into traditional media with great results. My experience with traditional & digital media also includes the creation of media partnerships and content production. I am a recognized leader in my local industry serving as mentor, trainer, speaker and past President of the Puerto Rico chapter of the Social Media Club.

Education, Certifications, Awards & Recognitions

Bachelor of Arts in Digital Media Studies

Graduated from the University of Denver in June 2001 with minors in Marketing & Communication.

Certified in Google AdWords, Google Analytics and YouTube Video Advertising

Attended seminars and passed subsequent examinations.

Hootsuite Certified Professional & Volunteer Latin America Ambassador

Passed certification examination and organize local HootUp events.

Social TV Latin Awards: Best Connected Show of 2013

Idol Puerto Rico 2012: Winner in the Best Connected Show category and finalist in Best Facebook Integration category.

Employee of the Month in Uno Radio Group

Chosen as employee of the month in October 2007.

Skills

Ad Campaign Planning, Content Strategy, Copywriting, Crisis Management, Email Marketing, Inbound Marketing, Real Time Marketing, Remarketing Practices, HTML & CSS, Influencer Partnerships, Information/Content Automation, Mobile Strategy Planning, Media Partnerships, Live Blogging & Tweeting, Social Media Contests, SEO & SEM Best Practices, Employee Supervision & Team Building.

Tools

Adobe Illustrator, Adobe Photoshop, Adobe Fireworks, Adobe Audition, Facebook Ads & Insights, Facebook for Business, Google AdWords, Google Analytics, YouTube Video Advertising, Hootsuite, Microsoft Office Suite, WooBox, RebelMouse, Shout by Chyron, SocialBakers, Storify, Twitter Ads & Analytics, Wordpress and Instagram content.

Consulting Experience Highlights & Work Experience

- 2017: Worked for Koi Americas on digital media buying, website projects and transitioning government websites.
- 2016: Ran Adwords & Facebook ad campaigns for Universal Insurance of Puerto Rico & Pointguard.
- 2015: Lead conversion strategy for Aeronet Wireless using **AdWords**, funnels in Analytics and optimized landing pages.
- 2014: Worked jointly with Synapse Social Media on two independent **HIV and STD testing awareness campaigns**.
- 2013: Six week Social Media event promotion for Puerto Rico's #1 stand up comic (Luis Raul). Using custom made content and a Facebook Ads campaign we achieved **679% increase in the weekly people talking about this metric**.

Assistant Vice President of Digital Communication

October 2015 through January 2017 at Sistema Universitario Ana G. Méndez in San Juan, PR.

- Supervise website operations and run digital advertising efforts for four universities and their campuses.
- Provide leadership, supervision and project management for the Web & Multimedia team.
- Define Digital Communication **policies and guidelines** for system-wide implementation.
- Use digital technologies to create efficiencies by optimizing or automating processes.
- Conduct **analytics analysis** on websites, social media and post digital ad campaign reports to find **actionable insights**.
- Plan, budget and execute digital ad campaigns that focus on **lead conversions** using AdWords & Facebook Ads.
- **Training** in Digital Marketing and Communications best practices to members of the marketing and PR teams.

Social Media Manager

January 2012 through July 2015 at Hemisphere Media Group (WAPA Televisión) in Guaynabo, PR.

- Lead Social Team in execution of Social Media strategy for WAPA-TV 40 social properties with over **3.5 million fans**.
- Coordinated and advised multiple production teams and talents for **on air social media integration**.
- Achieved **86% overall growth** and 101% growth in 4 months on the Idol PR Facebook page versus previous year.
- Advised sales, ad agencies and clients on social media activations, **second screen initiatives** and contests.
- Worked with newsroom in **social media coverage of breaking news** and events such as elections and hurricanes.

Digital Marketing & Social Media Manager

February 2010 through December 2011 at Bella Group (Honda & Acura of Puerto Rico) in San Juan, PR.

- Internet marketing strategy planning & execution. Opened up social media profiles, ran AdWords campaigns, designed and maintained corporate and brand websites and fostered relationships with demographic influencers.
- Provided online customer service through social channels. Created online service requests with call center integration.
- Worked with ad agencies for **successful integration of online and offline ad campaigns** and website content.
- One year after opening social channels, Honda **placed in the Top 5 most recognized brands** amongst locals.

Webmaster

April 2009 through December 2009 at MMM Holdings, Inc. in San Juan, PR.

- Designed and updated websites that followed strict federal accessibility guidelines in compliance with section 508.
- Managed content on Sharepoint intranet and websites.

Webmaster & Social Media

September 2005 through March 2009 at Uno Radio Group in San Juan, PR.

- **Designed and managed** 4 radio station websites, reported on visitor metrics and conducted online audience research.
- Implemented **Wordpress Blogs and a Podcasting system** for several shows as well as custom Social Media pages.
- Worked and coordinated with advertising agencies for website ad sales, promotions and contests.
- Trained On-Air Talent and Sales staff on digital best practices, web metrics and content selling procedures.

Webmaster

January 2002 through August 2004 at the Court Administration Office in San Juan, PR.

- Design and programming of 900+ page website and Intranet sites.
- Worked with public documents and forms and turned them into electronic formats for public use.
- Designed visual information materials such as promotional posters, brochures and logos for public and office use.

Volunteer Experience

President of the Social Media Club of Puerto Rico | 2012-2015

- Organized a string of very successful digital marketing industry events (panels, presentations and networking).
- Enlisted over 750 local Digital Marketing industry contacts into a mailing list.
- Created productive partnerships with local agencies which lead to new projects including our website www.smcpr.org.

Content Creation Experience (Selected Samples)

Click & Like (Video Series for Wapa Television)

- Producer & writer for weekly 3 minute Social Media trending topics Z news update.

Talleres de Internet Seminars & Blog

- Complete creation of extensive Digital Marketing educational seminars ranging from 2-16 hours in length.
- Designed easy to understand Powerpoint presentations. Wrote support materials, manuals and blog.

Enterate De Esto (Blog)

Author of over 600 articles covering how-to guides, pop culture news and Internet topics.

Other Training

Neurolinguistic Programming (NLP)

Completed fundamentals of NLP course on April 2017 at the University of the Sacred Heart.

Voice Training for Commercials, News & Radio

Completed basic and intermediate levels on March 2015 at the University of the Sacred Heart.

Improvisational Theatre

Four semesters of training (2009-2012) and completed several shows with the Puerto Rico Improvisational League.