

# David Alexander Rios

16214 KINTYRE POINT RD. HOUSTON, TX (832)523-3089 DAVID.A.RIOS1984@GMAIL.COM

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## PROFILE

Results driven Director of Digital Marketing with over 18 years of experience developing and implementing strategic digital marketing initiatives to drive brand awareness, increase customer engagement, and maximize ROI. Proven track record of leading cross functional teams, optimizing digital channels, and leveraging data-driven insights to achieve business objectives. Seeking to leverage expertise in digital marketing to contribute to the growth and success of a dynamic organization.

## EXPERIENCE

**DIRECTOR OF DIGITAL MARKETING, CABRERA LANDSCAPERS LLC; DALLAS, TX - JUNE 2024-PRESENT**

- Developed and implemented comprehensive digital marketing strategies aligned with business goals to drive lead generation and brand awareness.
- Led seasonal campaign planning (e.g., drainage during rainy season, summer sod installs, holiday lighting) to capitalize on local demand.
- Optimized website and content for local SEO, targeting high traffic keywords such as “Dallas landscape design,” “DFW drainage solutions,” and “stone retaining walls.”
- Increased organic website traffic and local map pack visibility on Google Search.
- Created engaging content for Facebook, Instagram, and Google Business to showcase before/after project photos, seasonal tips, and client testimonials.
- Grew local social media followers and boosted post engagement through consistent branding, clever captions, and timely call to actions.
- Launched email capture campaigns and quote request funnels to feed into CRM.
- Monitored and optimized lead flow from digital channels to sales team.
- Managed paid ad campaigns on Google and Meta platforms, targeting homeowners in DFW zip codes with high conversion intent.
- Improved ad click through rates and reduced cost per lead through precise geo targeting and A/B testing.
- Oversaw content updates to highlight services such as irrigation, hardscape, synthetic grass, and custom outdoor kitchens.
- Integrated booking and quote request forms to drive conversions from web traffic.
- Created a process to collect and respond to Google and Facebook reviews, strengthening social proof and online reputation.

- Used tools like Google Analytics and Meta Insights to report on campaign effectiveness and ROI.
- Made data driven decisions to adjust marketing tactics and budget allocation.
- Achieved 5X growth in monthly digital leads.
- Scaled inbound lead generation from digital channels through SEO, targeted ads, and social media optimization.
- Increased website traffic by over 200% YoY.
- Leveraged keyword research and content strategy to position Cabrera Landscapers at the top of search results for high-intent queries in the DFW area.
- Boosted Facebook engagement by 400%.
- Built a locally loyal audience through regular posts, seasonal campaigns, and educational tips that earned shares and comments.
- Cut cost per lead by 60% through smart PPC management.
- Improved online reputation from 3.9 to 4.8 stars.
- Created a review generation and response system that increased 5-star ratings and improved customer trust.
- Designed and distributed SEO optimized seasonal tips via email, blog, and social, establishing the brand as an authority in landscaping.

**DIRECTOR OF DIGITAL MARKETING, MBMI GLOBAL; HOUSTON, TX – JANUARY 2021-FEBRUARY 2024**

- Developed and executed comprehensive digital marketing strategies aligned with business objectives, resulting in 38% increase in sales and 64% growth in brand awareness.
- Lead a team of digital marketing professionals, providing mentorship, guidance, and performance evaluations to drive team success.
- Oversee all digital marketing channels including SEO, SEM, email marketing, social media, and content marketing.
- Collaborate with cross functional teams including product management, sales, and IT to ensure alignment of digital marketing initiatives with overall business goals.
- Analyze key metrics and KPIs to track performance, identify opportunities for optimization, and make data driven decisions to improve campaign effectiveness.
- Manage digital marketing budget, allocating resources strategically to maximize ROI and drive cost efficient customer acquisition.
- Spearhead the development of innovative digital campaigns and initiatives to engage target audiences and differentiate the brand in the competitive marketplace.
- Stay abreast of industry trends, emerging technologies, and best practices in digital marketing to continually optimize strategies and stay ahead of the curve.

**CONTENT/DIGITAL MARKETING MANAGER, (CONTRACT) BOUNDLESS LLC;  
HOUSTON, TX – AUGUST 2006-JANUARY 2021**

- Led the digital marketing team in executing multi-channel campaigns to drive lead generation, customer acquisition, and revenue growth.
- Developed and implemented SEO strategies resulting in a 26% increase in organic search traffic and improved search engine rankings for targeted keywords.
- Managed PPC campaigns across Google Ads, Bing Ads, and social media platforms, optimizing ad spend to achieve a 12% decrease in cost per acquisition.
- Established and nurtured relationships with key stakeholders including agencies, vendors, and media partners to enhance collaboration and maximize campaign effectiveness.
- Utilized marketing automation tools to streamline processes, improve efficiency, and enhance lead nurturing and customer engagement.

**CONTENT MANAGER, IINSHA; CLEAR LAKE, TX – JANUARY 2018-OCTOBER 2018**

- Developed and executed comprehensive content marketing strategies to increase brand visibility and drive lead generation.
- Managed a team of content creators, including writers, designers, and videographers, to produce high quality and engaging content across various channels.
- Conducted thorough audience research and content audits to identify key opportunities for content optimization and expansion.
- Implemented SEO best practices to improve organic search rankings and drive inbound traffic.
- Utilized analytics tools to track and analyze content performance, making data driven decisions to optimize content strategy and maximize ROI.
- Collaborated cross functionally with sales, product, and design teams to ensure alignment of content initiatives with overall business objectives.
- Led content calendar planning and execution, ensuring consistent and timely delivery of content across all channels.

**EDUCATION**

- Rice University; Houston, TX — Digital Marketing - 2021

**CERTIFICATIONS**

- Google Analytics Certifications
- HubSpot Inbound Marketing Certification
- Facebook Blueprint Certification

## **SKILLS**

- Strategic Planning
- Brand Development
- Team Leadership and Management
- SEO and SEM
- Social Media Strategy & Management
- Content Marketing & Copywriting
- PPC Advertising
- Analytics & Performance Reporting
- Budget Management
- Email Marketing & Automation
- Digital Marketing Strategy
- Crisis & Seasonal Marketing
- Website Management & Conversion Optimization
- A/B Testing and Optimization
- Photo & Video Production

## **REFERENCES**

Available upon request.