

Martín Zamora

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- Web Manager

- Online LMS Manager / Administrator

- Digital Marketing Manager

- Manage overall web operations; perform regular site updates and page maintenance
 - Use of various LMS and CMS to maintain websites and deliver online training; proficient with set up, maintenance, implementation, and troubleshooting of online courses
 - Work in partnership with vendors and IT to achieve maximum and consistent performance
 - Identify issues affecting website and LMS operations and initiate processes to resolve
 - Integrate courses and course-related items (registrations and enrollments) into shopping cart/ecommerce systems; manage ecommerce systems; create products, services, and events
 - Maintain contact, student, and other databases using CRM systems
 - Train system administrators/managers; provide technical support and customer service to resolve issues
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PROFESSIONAL EXPERIENCE

Website Manager / LMS Administrator

Almar Marketing, LLC – Boulder, CO

February 2010 – Present

Clients:

- Coach U, Inc.: 2019 – Present
- Khalsa International, Inc.: January 2015 – December 2020
- International Coaching Federation – Los Angeles: 2009 – 2020

- Perform regular website updates and page maintenance using web-based Content Management System (CMS)
- Use Customer Relationship Management (CRM) systems to track customers' web interactions
- Operate Learning Management System (LMS) for online education
- Provide customer technical support and system administrator training via phone, email, Zoom, etc.
- Manage ecommerce systems; create products, services, events, and course registrations; recommend strategies to increase sales of products and services
- Create and edit content using Adobe CC including images and other media files; assist in developing copy content for social media accounts; edit copywriting
- Create and maintain user groups (memberships) using Customer Relationship Management (CRM) systems
- Plan, develop, and manage online marketing campaigns in coordination with marketing department to grow traffic and overall sales using email campaigns, newsletters, email autoresponders, affiliate programs, online advertising (banners, newsletters, videos, images), and social media (Facebook, Twitter, Instagram, YouTube, blogs, etc.)
- Monitor search engine analytics to optimize site content; review and update content metadata and keywords to maximize SEO (Search Engine Optimization)
- Run reports and organize data based on clients' queries; maintain system databases
- Participate in online meetings and retreats with team members; meet with clients regularly to determine needs
- Create, coordinate, and manage communication and marketing campaigns using email, social media, print and digital platforms; assess communications for efficiency and engagement
- Provide support for Google Ads, Google Analytics, and Google Tag Manager

Assistant Diving Coach

Boulder Valley School District – Boulder, CO

November 2019 – March 2020 (part-time)

- Taught fundamental and advanced athletic skills and worked with high school athletes to prepare them for diving competitions. Offered expertise based on background knowledge of rules, strategies, and techniques required for the sport. Responsible for the coordination and recruitment of student participants, along with administrative duties

Website Manager / LMS Administrator

Khalsa International, Inc. – Tucson, Arizona

July 2000 – February 2010

- Transitioned the company's paper-based business operation into one that was almost entirely internet-based. Developed, designed, and implemented websites between 2001 and 2006 and increased sales from \$600 per month in 2005 to up to \$60,000 per month within one year in 2006.
- Used LMS to create courses and training events; managed the LMS and identified issues/provided solutions; updated student databases
- Planned and implemented new online marketing initiatives; drove marketing campaigns from inception to completion and provided marketing recommendations for efficiency and growth
- Maintained and developed relationships with business affiliates; monitored commission rates; created marketing messages and a promotional calendar to effectively communicate with team members
- Produced integrated web content for social media and other marketing purposes
- Reviewed and updated websites constantly to ensure current, fresh, and dynamic content
- Designed/created new web content and created newsletters, brochures, flyers, and other marketing materials
- Used web metrics applications (Google Analytics), researched and set up key word optimization for search engine optimization and marketing (SEO, SEM) and other online advertising projects to increase exposure and grow sales
- Created and maintained databases for ongoing marketing programs
- Regularly researched online marketing trends to stay current on best practices and industry trends

Marketing and Operations Manager

Maxwell Associates, Inc. – Miami Beach, Florida

October 1996 – July 2000

- Restructured and introduced new marketing concepts through media design to generate exposure
- Liaised between Maxwell Associates and clients—including Disney, Sea World, and several overseas companies—regarding operation of all contracted productions
- Designed and outlined all proposals meeting clients' guidelines and deadlines
- Streamlined and promoted operations for greater show exposure both nationally and internationally
- Budgeted all show operations for diverse theme park settings both nationally and internationally
- Recruited and hired all American and international performers, managed company employees at various show sites
- Represented company at the International Association of Amusement Parks and Attractions conventions

S K I L L S , L A N G U A G E S , A N D A W A R D S

- Proficient in various Learning Management Systems (LMS), Content Management Systems (CMS), and Customer Relationship Manager (CRM) systems
- Proficient in MS Office suite; Google suite; Adobe Creative Cloud (Acrobat, Illustrator, Photoshop); HTML; social media (Facebook, Twitter, Instagram)
- Completely fluent in written and spoken English and Spanish; excellent communication and customer service skills
- Analytical thinker with excellent problem-solving skills who understands priorities; collaborative team member
- South American Diving Champion; Chilean Olympic Team Member

E D U C A T I O N

- **B.S., Marketing and Business Administration** (double major)
Universidad de Chile, Santiago, Chile
- **University Exchange Student Athlete** (Business major)
Boston University, Boston, MA