Jose Bonilla

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GROWTH MARKETING & PAID MEDIA STRATEGIST

Growth marketer with 8 years driving business-wide growth, scaling marketplace GMV and trip volume, launching products into cold markets, and owning multi-market acquisition budgets against conversion targets. Previously led digital launches for **FinTech** and **Consumer Brands** across Latin America, generating 10K+ product-qualified leads at $1 CPL. At Yango, GMV grew by 3x and scaled weekly trips from 15K to 65K while managing a $150K/month media budget.

- Paid Media Strategy
- User Acquisition and Growth Marketing
- Full-Funnel Campaign Management
- Google, TikTok and Meta Ads
- ROAS & CPA Optimization
- **Startup Experience**

EXPERIENCE

Southern Methodist University — Dallas, TX
Marketing Strategist — Jan 2025 – Dec 2025

- Executed paid media and content strategy for all channels generating 105M impressions (+72%) and 1.9M engagements.
- Redesigned SMU's YouTube strategy, which generated 2.5M video views (+303%) and boosted engagements by 102%, generating 30M views across all platforms.
- Advised SEO and email marketing teams on paid media integration, contributing to a unified cross-channel content strategy that improved campaign coordination across three departments.

Yango — Guatemala City, Guatemala
Senior Marketing Manager — Dec 2023 – Aug 2024

- Managed $150K/month paid media budget across user acquisition, social, and programmatic channels, including Google Ads, Meta, and TikTok, optimizing spend allocation to maximize ROAS.
- Led a cross-functional team of 70 across four continents (South America, North America, Europe, Asia) to execute multichannel growth and acquisition campaigns.
- Drove 3x growth in GMV and scaled weekly trips from 15K to 65K by launching new A/B-tested creative direction across paid and organic channels; improved install-to-conversion rate from 16.6% to 35.1% and tripled weekly new users (1.5K → 4.5K) through localized product experience and targeted user acquisition campaigns.
- Performed product marketing, established a local influencer marketing program by collaborating with local influencers and UGC content creators that helped increase brand awareness by 14 points (3x).
- Executed on a startup setup working with a small localized team, while managing a larger offsite team, backed by a larger company (YAndex) managing both local and corporate stakeholderS and their goals.

DAC – Digital Advertising Company — Guatemala City, Guatemala
Marketing Coordinator — Apr 2021 – Dec 2023

- Worked with N1co's (**FinTech)** *founding team* on digital launch strategy, generating 10K product-qualified leads (PQLs) in the first month through paid search, social ads, and content marketing.
- Built and scaled content-driven acquisition funnel, optimizing distribution across owned and paid channels to support sustained post-launch growth.
- Created launch strategy for Nature's Miracle's re-entry into the LATAM region; over 3K leads in the first 4 months with a $1 CPL.
- Designed social media, in-app and user acquisition strategy for Hugo in the LATAM market; acquired by Delivery Hero for $150M.
- Led LATAM digital and social media strategies for Remington, Tetra, Furminator, Black & Decker and Hugo.

HungerSwipe — Miami, FL
Marketing Associate — Oct 2020 – Aug 2021

- Conducted customer discovery research (surveys, user interviews, persona development) and contributed to product branding and UI wireframing in Figma for an early-stage food-tech startup.
- Worked directly with the *founding team* on GTM, and marketing strategy, defining north start metrics and traction targets across performance channels in Meta and Google Ad Suit.

Finca San Ignacio — Guatemala City, Guatemala
Social Media Manager — Dec 2016 – Jan 2020

- Designed and implemented social media marketing strategy that 2x the yearly bookings for the event division.
- Built the brand's social media presence from zero, producing photo, video, and graphic content (Adobe Creative Suite, Canva, Final Cut Pro) that contributed to a 2x increase in annual event bookings.
- Orchestrated a rebrand to target a younger demographic by drafting, designing and implementing a new visual identity.

EDUCATION

Southern Methodist University — Dallas, TX
Master of Business Administration

Universidad Rafael Landivar — Guatemala City, Guatemala
Bachelor of Business Administration - Marketing