

PATRICIA GUERECA

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Portfolio: patriciaguereca.com

Performance-driven Digital Marketing Specialist with a "content-first" approach to local growth. Expert in hyper-local targeting strategies that bridge the gap between technical ad placement and community trust. Specialist in transforming active job sites into high-performing digital campaigns that dominate specific neighborhoods and service areas.

STRATEGIC SKILLS & EXPERTISE

Hyper-Local: Radius-based Ads, Zip-Code Research

Web/SEO: WordPress, Basic HTML/CSS, SEO Blogging

Performance: Google Ads, Meta Ads Manager, TikTok

Creative: Adobe Premiere Pro, Photoshop, Social Video

Lead Gen: Google LSA, Qualification, CRM Management

Languages: Native Spanish Speaker

PROFESSIONAL EXPERIENCE

Stonewater Roofing | Bedford, Texas

April 2020 – Present

Digital Marketing Specialist

- **"Neighbor-to-Neighbor" Strategy:** Developed a hyper-local ad framework that triggers 5-mile radius targeting "blasts" when crews are active, using "Look Who's on Your Neighbor's Roof" creative for social proof.
- **Community-Centric Content:** Spearheaded a transition toward "boots-on-the-ground" content, leveraging TikTok and Instagram to showcase real-time project progress and storm damage awareness.
- **Strategic Growth:** Built a seamless journey for customers across platforms, making the company website a trusted resource that now generates 58% of our total leads.
- **Lead Optimization:** Refined the lead handling process to better match marketing efforts with homeowner needs, successfully moving 20% of all leads to "Approved" status through better qualification.
- **Google LSA Mastery:** End-to-end management of Google Local Services Ads, optimizing profiles with local updates and photos to maintain top-tier placement in competitive service areas.

Rodeo Dental and Orthodontics | Fort Worth, Texas

May 2018 – Dec 2020

Smart Scheduling Lead / Digital Marketing Lead / Web Designer

- Directed paid social strategies for 30+ locations, using custom audience segmentation for local acquisition.
- Partnered with marketing to leverage patient feedback for ad refinement, improving local conversion.
- Designed and launched high-traffic location pages and landing pages, focusing on SEO and GA tracking.
- Led remote team of 30, utilizing performance data to refine scripts and marketing feedback loops.

Ryan Kovach Advertising | Fort Worth, Texas

Aug 2017 – May 2018

Web Designer / Social Media Content Creator

- Developed social media strategies, managing end-to-end production of photography and graphic design.
- Built and deployed responsive client websites via WordPress.

EDUCATION

Tarleton State University | Stephenville, Texas

May 2017

Bachelor of Science in Computer Information Systems