

# MANUEL PINTADO

## Digital Marketing & SEO | Lead Generation

Campbellsville, KY | (270) 572-2677 | manuelpintadogarcia@gmail.com

[mpotentialdigitalmarketing.com](http://mpotentialdigitalmarketing.com)



### OBJECTIVE

To obtain a Digital Marketing position where I can drive measurable growth — generating quality leads, expanding brand reach, and turning digital visibility into real business results. I am passionate about the intersection of strategy and execution, and deeply committed to integrating AI into my workflow. I leverage Claude, Grok, and Gemini daily to work smarter, research faster, and craft more effective campaigns — because in digital marketing, efficiency and adaptability aren't optional, they're the edge.

### EDUCATION

#### Campbellsville University — B.S. in Business Administration, Marketing Emphasis

Expected May 2026

##### Bachelor of Science (BSBA)

- Graduating with 150+ hours completed in Marketing and Business.
- Coursework: Digital Marketing, Promotional Management, Business Analytics, Social Statistics, Marketing I & II.

### PORTFOLIO & PERSONAL PROJECTS

#### Founder & Designer — [mpotentialdigitalmarketing.com](http://mpotentialdigitalmarketing.com)

Ongoing

##### Personal Digital Marketing Portfolio

- Conceptualized, designed, and launched a fully original digital marketing portfolio from scratch — custom visual identity, UX layout, and brand voice built entirely without templates.
- Implemented on-page SEO strategy from the ground up: keyword targeting, metadata optimization, and site structure engineered for organic visibility and search discoverability.
- Serves as a live showcase of strategy, creativity, and execution — giving hiring teams a direct window into real marketing thinking and deliverable quality.

### EXPERIENCE

#### Service & Operations Associate — Burger King

Jun 2022 – Aug 2022

##### Madrid, Spain

- Monitored lead behavior and purchase patterns during high-traffic hours — applying real-time consumer insight to audience analysis and conversion funnel thinking.
- Identified recurring preferences and peak-hour trends, building a data-driven mindset around audience segmentation and behavioral targeting.

#### Service & Operations Associate — Dining Hall, Campbellsville University

Oct 2025 – May 2026

##### Campbellsville, KY

- Engaged daily with a culturally diverse audience of 500+ students, sharpening cross-cultural communication skills essential for global brand messaging and multi-market digital campaigns.
- Executed brand-aligned service delivery under institutional standards — mirroring the precision required in multi-channel marketing execution and CRO-driven audience experience.

### VOLUNTEER EXPERIENCE

#### Youth Group Leader — Middle School & High School

Mar 2023

- Immersive leadership and effective communication across diverse groups.
- Supervisory, adaptive, creative & organizational execution.

### SKILLS

**AI Tools** — Claude, Grok & Gemini for research, strategy & execution

**Meta Ads** — Instagram, TikTok, Facebook Ads

**Data Analysis** — PowerPoint, Word, Excel, Power BI

**Bilingual** — Native Spanish, fluent English

**SEO & Keyword Research** — Search engine optimization knowledge

**Campaign Planning & Execution** — Creative and analytic thinker

**Design Tools** — Canva and Adobe

**Client Relations** — Strong relationship-building skills