

Edwin Antonio Ruiz Fuentes

Google Ads & SEO Specialist

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 Vantaa, Uusimaa, Finland

Skills

- Google Ads
- Google Ads Search
- Google Ads Display
- Google Ads Video
- PPC Campaign Management
- Keyword Research
- Conversion Tracking
- Google Analytics
- Performance Marketing
- SEMrush
- SpyFu
- SEO Fundamentals
- On-page SEO
- Technical SEO
- Landing Page Optimization

Education

Summary

I specialize in Google Ads and SEO, with a background in Corporate Law that shapes how I approach performance marketing. My legal training taught me to think in systems, assess risk, and make decisions based on evidence. Those same skills naturally led me to performance driven marketing, where actions have consequences and results can be measured.

My focus is on Google Ads and SEO, with strong emphasis on search intent, account structure, and conversion tracking. I have managed campaigns across Search, Display, and Video for service-based businesses and growth-driven brands, with a clear objective: turning attention into qualified demand and revenue. I treat ad budgets with the same discipline and responsibility I once applied to legal strategy.

I actively use AI tools to increase productivity in content creation. This includes script writing, video creation, and editing using platforms such as CreateStudio, Synthesia, and HeyGen. These tools help me produce clear, consistent, on-brand content efficiently, without replacing strategic thinking or human judgment.

I also work with email marketing and lead nurturing using MailerLite, building simple, practical workflows that support campaigns and guide prospects toward action. My focus here is effectiveness and clarity, not complex system design.

What often surprises people is how well law and performance marketing complement each other. One trained me in precision and accountability, the other in growth and experimentation. Together, they allow me to operate comfortably between strategy and execution, working closely with founders, marketing teams, and sales teams that value clarity and results.

I am currently seeking opportunities with tourism and hospitality brands that need a marketing partner who understands both the business logic behind decisions and the execution required to drive bookings and build a strong online presence.

Work Experience

Spring House Oy | Student
Vantaa, Finland | Jun 2025 - Present
Suomen kielen opiskelu A2.2

Laurea University of Applied Sciences | Entrepreneur apprentice
Vantaa, Finland | Oct 2023 - Jun 2025
Entrepreneurship coaching program focused on developing business ideas in Finland through co-creative workshops and practical mentoring. Covered entrepreneurial skills, business validation, and early-stage company development within the Finnish ecosystem.

**Bachelor's Degree in Law in
Business/Corporate
Communications**

Universidad Nacional
Managua

Jan 2008 - Jan 2012

Languages

Spanish, English, Suomi A2

Blue River Resort & Hot Springs, Gardens y Dino Park | Digital Marketing
Manager

San Jose, Costa Rica | May 2021 - Oct 2023

- Owned Google Ads strategy to drive international bookings.
- Rebuilt the Search account (structure, keywords, match types, negatives) for tighter control.
- Organized campaigns by market, language, and travel intent; aligned ads to the right landing pages.
- Optimized daily: bids, budgets, queries, and performance trends; ran continuous ad + landing page tests.
- Launched remarketing to recapture drop-offs and convert returning visitors.
- Partnered with Sales & Marketing to align messaging, priorities, and seasonal demand peaks.
- Increased qualified inbound demand from international markets.
- Reduced acquisition costs over time through ongoing optimization.
- Improved overall paid media efficiency and ROI.

Geo Strategy Partners | Search Engine Marketing Specialist

Atlanta, Georgia, United States | Jan 2017 - Apr 2021

- Developed and executed comprehensive strategies for search campaigns designed to attract high-quality leads for our market research firm.
- Conducted in-depth keyword research, crafted compelling ad copy, and implemented effective bid management tactics to maximize ROI.
- Leveraged Google Tag Manager to track user behavior and monitor conversion events across our digital platforms.
- Gathered detailed performance data, transforming it into actionable insights through regular, data-driven reports.
- Collaborated with cross-functional teams to align advertising efforts with broader business objectives.

Extruflex | Digital Marketing Consultant & Google Ads Specialist - B2B

Birmingham, Alabama, United States | Jan 2015 - Jan 2017

- Managed Google Ads campaigns for a plastic manufacturing company targeting B2B industrial clients across North America.
- Developed and optimized Search, Display, and Remarketing campaigns focused on industrial plastic products.
- Achieved a 40% reduction in cost-per-lead through continuous A/B testing of ad copy and landing pages.
- Implemented SEO strategies to improve organic rankings for key industrial product searches.

ARA Tours Costa Rica | Marketing Manager - Digital Strategy & Growth

San Jose, Costa Rica | Jan 2013 - Jan 2015

- Led digital marketing strategy for a premier Costa Rican tour operator, managing a \$45K annual Google Ads budget.
- Drove a 230% increase in online bookings through integrated SEM, SEO, and social media campaigns.
- Developed and executed PPC campaigns across Google Ads targeting high-intent travelers from North America and Europe.
- Implemented comprehensive SEO strategy that increased organic traffic by 165% year-over-year.

Arenal Observatory Lodge | Marketing Assistant

Arenal District, Guanacaste, Costa Rica | Jan 2010 - Jan 2013

- Focused on learning how to turn search intent into genuine connections through Google Ads and SEO.
 - Managed Google Ads and SEO basics to ensure presence when a person looked for their next adventure.
 - Led organic growth by focusing on the emotions that travel triggers using neuro-marketing principles.
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Certifications and Training

- **Google Ads Search Certification** – Google Skillshop (valid through May 2026)
- **Google Ads Display Certification** – Google Skillshop (valid through May 2026)
- **Google Ads Video Certification** – Google Skillshop (valid through June 2026)
- **Google Analytics Certification** – Google Skillshop (valid through June 2026)
- **Introduction to Google SEO** – University of California, Davis via Coursera
- **Google SEO Fundamentals** – University of California, Davis via Coursera
- **Optimizing a Website for Google Search** – University of California, Davis via Coursera
- **Advanced Content and Social Tactics to Optimize SEO** – University of California, Davis via Coursera
- **Google SEO Capstone Project** – University of California, Davis via Coursera

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