

Maximillian Suarez

Digital Marketing Professional

[in linkedin.com/in/maximilliansuarez](https://www.linkedin.com/in/maximilliansuarez)

EXPERIENCE

Marketing & Digital Content Coordinator Maxled Youth Skateboarding Program

Oct 2025 - Present

- Spearheaded the development of the organization's first official website using WordPress and Elementor, collaborating closely with the web developer to refine layout, content, and booking integrations.
- Wrote all web copy — homepage headers, service descriptions, FAQs, and partner blurbs — maintaining a consistent voice and tailoring content for strong SEO performance.
- Built and optimized Maxled Youth's Google Business Profile to boost local search visibility, using targeted keywords, backlink strategy, and community outreach to encourage reviews.
- Organized and labeled 10GB+ of photo and video assets in Google Drive while capturing content for Instagram and short-form marketing.

Client Services Intern Today's Business

Jun 2025 - Sep 2025

- Improved campaign efficiency by coordinating multi-channel marketing projects aligned with client goals across creative, media, and development teams.
- Analyzed campaign engagement with cross-functional teams to extract insights that informed strategy recommendations and optimized performance across channels.
- Organized monthly reporting templates and maintained Google Drive media libraries for 15 clients, streamlining access to assets used across social media, websites, and campaigns.
- Enhanced brand consistency by reviewing websites and digital materials for functional links, clear copy, and on-brand messaging before launch.

Affiliate Marketing & Influencer Campaign Intern Today's Business

Feb 2025 - May 2025

- Supported the execution of email marketing campaigns across 50+ client accounts, ensuring content accuracy and timely delivery.
- Drafted content briefs and managed outreach to 50+ publishers weekly, generating over 800 qualified leads and expanding client affiliate networks.
- Monitored email and affiliate campaign results, identifying key trends that guided future content decisions and improved overall engagement.
- Compiled campaign performance reports and maintained CRM documentation, strengthening communication between client and internal teams.

Digital Marketing Intern Kindness.org

Oct 2024 - Jan 2025

- Maximized the impact of a \$10K monthly Google Ads budget by implementing targeting and bidding strategies that improved ad relevance, impressions, and

PHILOSOPHY

"Great marketing doesn't interrupt people — it connects with them."

MOST PROUD OF



Built the Maxled Youth Website

Built the organization's first-ever web presence from the ground up, owning everything from copy to booking integrations.



Google Ads at Kindness.org

Stretched a \$10K monthly budget into a 7% conversion lift and 11% impression increase through data-driven targeting.



800+ Leads Generated

Managed outreach to 50+ publishers weekly, generating over 800 qualified leads and expanding client affiliate networks.

STRENGTHS

SEO & SEM

Google Ads

Email Marketing

Content Strategy

Analytics

A/B Testing

CRM

WordPress

TOOLS & PLATFORMS

Google Ads & Analytics



SEMrush / SEO



WordPress & Elementor



Email & Affiliate Platforms



Social & Content Creation



EDUCATION

B.S. in Marketing

St. John's University — Peter J. Tobin College of Business

Aug 2021 - May 2025

conversion rates.

- Analyzed traffic data via Google Analytics and SEMrush, translating insights into data-backed creative and keyword adjustments.
- Ran A/B testing initiatives contributing to a 7% increase in conversion rate and an 11% increase in campaign impressions.
- Collaborated with creative and web teams to ensure ad messaging aligned with campaign goals, driving measurable increases in site traffic and awareness.

Digital Marketing · Data Visualization · Analytics for
Consumer Insight

REFEREES

Joe Sanfilippo

VP, Growth & Partnerships — Today's Business

Scott Wallace

Director of Client Services — Today's Business

Timothy Keiningham, Ph.D.

Professor of Marketing — St. John's University