

# Homero Miranda

Katy, TX 77493

[mirandahomero@gmail.com](mailto:mirandahomero@gmail.com)

+1(760) 707-2875

As a senior leader in data science and digital marketing, I bring a proven ability to lead cross-functional teams, drive strategic growth, and deliver measurable business results. My expertise spans digital transformation, strategic planning, and entrepreneurship, positioning me as an ideal candidate for senior leadership roles. I have deep experience in building and scaling data-driven strategies through analytics, business intelligence, testing, and personalization. Using advanced tools, I specialize in optimizing customer acquisition, retention, and overall business performance, consistently driving sustained growth and operational excellence.

Marketing Strategy | Digital Marketing | Product Optimization | Cross-functional Collaboration | Data Visualization | Analytics | Data Science | Machine Learning (ML) | Business Intelligence | Customer Research | e-Commerce | Leadership | Business Growth

## RECENT ACCOMPLISHMENTS

- Achieved 118% YoY growth in digital enrollments and 50% increase in website traffic through multi-channel optimization.
- Led 200+ A/B/n tests, boosting engagement by 300% and improving customer retention.
- Enhanced digital strategy with data-driven insights, refining acquisition models and supporting executive goals.
- Spearheaded multiple cross-functional initiatives, aligning efforts between marketing, legal, IT, and compliance, resulting in a user-centric digital transformation that optimized marketing performance.
- Developed and scaled growth models through strategic testing, enhancing online user journeys and driving growth in high-value B2C and B2B segments.
- Leveraged data-driven insights from analytics and business intelligence platforms, utilizing digital footprints, experience targeting, personalization, and automation to refine acquisition models and segmentation strategies. This led to measurable improvements in MQL and ROI, directly supporting executive-level business objectives.
- Co-founded and scaled multiple businesses from concepts into multi-million-dollar ventures. Secured key partnerships, including with major industry players, and achieved exponential growth. This led to doubling the size of each business year over year while driving strategic business decisions across finance, marketing, staffing, and operations, ensuring continued profitability and growth.

Willing to relocate to: Austin, TX

## Work Experience

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### Managing Director

Carolina Pintos Therapy-Houston, TX

August 2019 to Present

As Managing Director of Carolina Pintos Therapy, I transformed the clinic from a small venture into a thriving 18-employee, multi-million-dollar business. I developed business plans, financial frameworks, and marketing strategies like SEO and PPC to boost conversions and brand recognition. I managed the expansion from a single suite to a 13-room facility, overseeing recruitment, training, and regulatory compliance while establishing key partnerships. I also led digital strategy, website development, and the integration of a custom AI system, driving growth and enhancing service capabilities.

### Senior Digital Product Manager

Constellation-Houston, TX

January 2019 to Present

### Digital Marketing Analyst & Senior Digital Product Manager at Constellation Energy

During my tenure at Constellation Energy, I progressed from a Digital Marketing Analyst to a Senior Digital Product Manager, overseeing and optimizing the company's digital platforms. Initially, I focused on analytics and tag management, using tools like Google Tag Manager and Adobe Launch to enable comprehensive data tracking. I launched a company-wide Conversion Rate Optimization (CRO) program that utilized Adobe Target to create dynamic personalization frameworks, significantly improving user engagement and conversion rates across B2C and B2B segments.

As I advanced to Senior Digital Product Manager, my role expanded to include governance and oversight of all digital systems interfacing with Constellation's web platforms. I integrated advanced technologies, including Adobe Experience Cloud tools, and managed dependencies between digital initiatives to ensure seamless operations. I also led strategic roadmaps to align with high-level business objectives, including e-commerce strategies and personalized landing pages to optimize the buyer journey.

I played a critical role in high-level strategy meetings, providing business intelligence and data-driven insights through platforms like Power BI and Google Big Data. My contributions included developing and executing digital transformation strategies, leading cross-functional teams, and establishing governance practices that enhanced user experiences, drove customer acquisition and retention, and supported Constellation's growth.

### **Senior Marketing Manager**

Revention (currently HungerRush)-Houston, TX  
May 2018 to November 2018

As a Senior Marketing Manager, I spearheaded a diverse array of marketing initiatives encompassing digital strategy, paid media management, and tradeshow logistics. I developed and executed data-driven PPC and social campaigns across multiple platforms, optimizing for lead generation and brand visibility. I integrated digital marketing efforts with traditional channels to create cohesive multi-channel strategies. In addition, I managed comprehensive tradeshow planning, from logistics and team preparation to on-site execution and lead capture. My approach combined strategic budget allocation, customer journey optimization, and performance tracking, driving significant business growth and enhancing ROI.

### **Information Technology Marketing Manager**

People's Trust Insurance-Deerfield Beach, FL  
April 2017 to December 2017

As an Information Technology Marketing Manager, I was responsible for the technical implementation and management of data-driven insights and decision-making systems across the organization. This included designing, developing, and maintaining reports, dashboards, and data pipelines, utilizing various data sources. I employed technical solutions such as data normalization and integration, utilizing SQL, implementing BI and data warehousing principles, and utilizing dashboard visualization tools like Yellowfin BI. These solutions allowed me to create dynamic dashboards to identify key performance indicators, trends, inefficiencies, potential opportunities, and provide actionable insights to cross-functional teams.

### **Managing Director**

Go Local Expert-Boca Raton, FL  
July 2014 to April 2017

As Managing Director of GoLocalExpert, an innovative platform designed to connect businesses with local freelancers and service providers for on-demand project work. The platform allowed businesses to post projects, which local experts could bid on, creating a dynamic marketplace for talent. As Managing Director, I oversaw all strategic operations, from product development and platform architecture to marketing and customer acquisition. We scaled the platform to serve hundreds of businesses, and I eventually sold the company to an organization looking to integrate our cutting-edge technology into their existing systems.

### **Senior Marketing Manager**

Source1 Purchasing-Boynton Beach, FL  
May 2015 to March 2017

As a Senior Marketing Analyst, I spearheaded the development and execution of high-impact digital and traditional marketing campaigns, delivering measurable success across multiple channels. My leadership extended to mentoring junior team members, ensuring flawless execution and strategic alignment with organizational goals. Leveraging advanced technical skills, I optimized campaigns through expert

troubleshooting, CRM automation, web scraping, and data structure management. My proficiency in content management systems and automation tools allowed me to design data-driven strategies that not only exceeded performance benchmarks but drove exponential business growth and market influence.

## **Media Analytics**

Carat USA-Santa Monica, CA  
August 2012 to October 2013

As a Media Analyst, I played a critical role in developing advanced data visualization tools, dashboards, and presentations to empower media planners in optimizing the performance of high-profile campaigns for clients such as RedBull and Adidas. By utilizing cutting-edge analytics techniques, I helped craft and implement sophisticated media strategies, leveraging real-time performance tracking, conversion rate optimization, and multivariate testing. My work directly contributed to the success of award-winning campaigns like Derrick Rose's "#TheReturn" and iconic RedBull events, ensuring each media effort was data-driven, targeted, and impactful.

## **Managing Director**

iCar Rental Network (IRN)-San Diego, CA  
December 2011 to October 2012

As Managing Director of iCar Rental Network (IRN), a technology-driven car rental marketplace that streamlined partnerships between rental agencies and customers through an innovative online platform. I led the development of the go-to-market strategy, branding, and technology integration. By implementing a comprehensive CRM system and automating business processes, we created a seamless customer experience

## **Business Intelligence Analyst**

Bainbridge Capital-La Jolla, CA  
January 2011 to October 2011

As a Business Intelligence Analyst, I played a pivotal role in delivering strategic insights by conducting deep-dive data analysis and competitive research to guide high-level business decisions. I specialized in identifying market trends, assessing industry dynamics, and delivering comprehensive financial evaluations that shaped M&A considerations. My expertise in producing detailed valuation reports supported the acquisition of two leading pharmaceutical and publishing companies. This role offered a unique opportunity to drive value creation, combining analytical rigor with a sophisticated understanding of complex market landscapes.

## Education

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### **B.S. in Marketing**

San Diego State University  
December 2011

### **A.A. in International Business**

MiraCosta College  
May 2008

## Skills

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- Branding (10+ years)
- User Experience (UX) (7 years)
- MySQL (10+ years)
- PPC Campaign Management (10+ years)
- Application Development (5 years)

- Business development (5 years)
- Databases (7 years)
- Leadership (5 years)
- Management (5 years)
- Digital marketing (10+ years)
- JavaScript (7 years)
- HTML5 (10+ years)
- CSS (10+ years)
- Conversion optimization (7 years)
- Team management (5 years)
- UX (7 years)
- CRM software (10+ years)
- Content management systems (7 years)
- Salesforce (7 years)
- Pardot (10+ years)
- HubSpot (10+ years)
- Web development (7 years)
- Adobe Target (5 years)
- Analytics (10+ years)
- Data analytics (10+ years)
- Web analytics (10+ years)
- Web design (10+ years)
- SQL (10+ years)
- Agile (7 years)
- Tableau (5 years)
- Microsoft SQL Server (10+ years)
- Search Engine Optimization (SEO)
- Power BI (5 years)
- AWS (5 years)
- Business Intelligence (7 years)
- User Interface (UI) (10+ years)
- Data Visualization (7 years)
- Python (5 years)
- Data Warehouse (7 years)
- Web Development (10+ years)
- Big data (5 years)
- Git (5 years)
- Jira (5 years)
- APIs (7 years)
- Business Analysis (10+ years)

- Test Cases (5 years)
- REST (10+ years)
- XML (10+ years)
- Linux (10+ years)
- Scrum (7 years)
- Google Analytics (10+ years)
- WordPress (10+ years)
- Data lake (7 years)
- Data mining (5 years)
- Data mining (5 years)
- ROI (10+ years)
- Business analysis (7 years)
- Yellowfin (2 years)
- Business management (5 years)
- Adobe Analytics (5 years)
- Adobe Experience Manager (5 years)
- HTML (10+ years)
- DigitalOcean (5 years)
- Decibel (5 years)
- Angular (5 years)
- React (7 years)
- PHP (10+ years)
- Management (5 years)
- Senior leadership (5 years)
- Leadership (5 years)
- Direct marketing (7 years)
- B2B sales (5 years)
- B2B marketing (5 years)
- Digital marketing (10+ years)
- R (5 years)
- Tableau (5 years)
- Pivot tables (10+ years)
- Microsoft Excel (10+ years)
- Email marketing (10+ years)
- Marketing (10+ years)
- Sales (10+ years)
- Advertising sales (10+ years)
- Media planning (2 years)
- Business intelligence (7 years)
- Conversion optimization (5 years)

- SEM (10+ years)
- SEO (10+ years)
- Marketo (5 years)
- Email marketing (10+ years)
- Cpanel (10+ years)
- Google Ads (10+ years)
- Google Analytics (10+ years)
- E-commerce (7 years)
- Square (5 years)
- Agile product development (5 years)
- RESTful API (7 years)
- A/B testing (5 years)
- Personalization (5 years)
- Adobe Experience Manager (5 years)
- CRM software (10+ years)
- Machine learning (5 years)
- AI (5 years)
- ChatGPT (1 year)
- Business development (5 years)
- Entrepreneurship (5 years)
- System automation (7 years)
- Cross-functional team (5 years)
- PPC Campaign Management (10+ years)
- Data warehouse (7 years)
- Predictive analytics (5 years)
- Data science (5 years)
- Marketing Strategy (10+ years)
- Product Optimization (5 years)
- Cross-functional Collaboration (5 years)
- Data Visualization (7 years)
- Web analytics (10+ years)
- Analytics (10+ years)
- Customer Research (10+ years)
- Business Growth (5 years)
- Customer retention (7 years)
- Quantitative research (7 years)
- Qualitative research (7 years)
- SPSS (5 years)
- Sales enablement (5 years)
- User research (5 years)

- Market research (7 years)

## Languages

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- Spanish - Fluent
- Portuguese - Fluent
- Italian - Beginner

## Awards

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### **OMMA Media Awards**

July 2016

## Certifications and Licenses

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### **Adobe Target**

October 2019 to Present

### **Adobe Analytics Tag Manager**

October 2019 to Present

### **Automated Personalization**

October 2019 to Present

### **Automated Personalization using Adobe Target**

October 2019 to Present

### **Adobe Analytics Advanced Workbench**

October 2019 to Present

### **Adobe Analytics**

October 2019 to Present

### **Google AdWords Certification**

July 2014 to Present

## Publications

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### **Sustaining local business with the arts**

July 2011