



Marco Guzman

About Me

I'm a results-driven Social Media Content Creator and Strategist with a passion for building authentic, high-impact digital experiences. Over the past few years, I've grown a combined audience of over 55,000 followers across platforms by consistently creating content that's not just eye-catching, but that converts as well.

My work has reached a massive audience. For example, a TikTok video with over 1.6 million views and an Instagram Reel that hit over 700,000 views proving my ability to tap into trends, tell compelling stories, and drive engagement at scale. Whether it's growing brand awareness, increasing in-store foot traffic and sales, I bring creativity, strategy, and data together to deliver content that performs.

Case Study

Results that drive real growth

	Dec 1, 2023	Dec 1, 2022
● Gross Revenue	\$90,295.22	\$77,409.67
● Profit Margin	51.95%	57.05%
● Net Profit	\$46,910.36	\$44,158.57
● Orders	1,989	1,645
● Units Sold	2,076	1,750

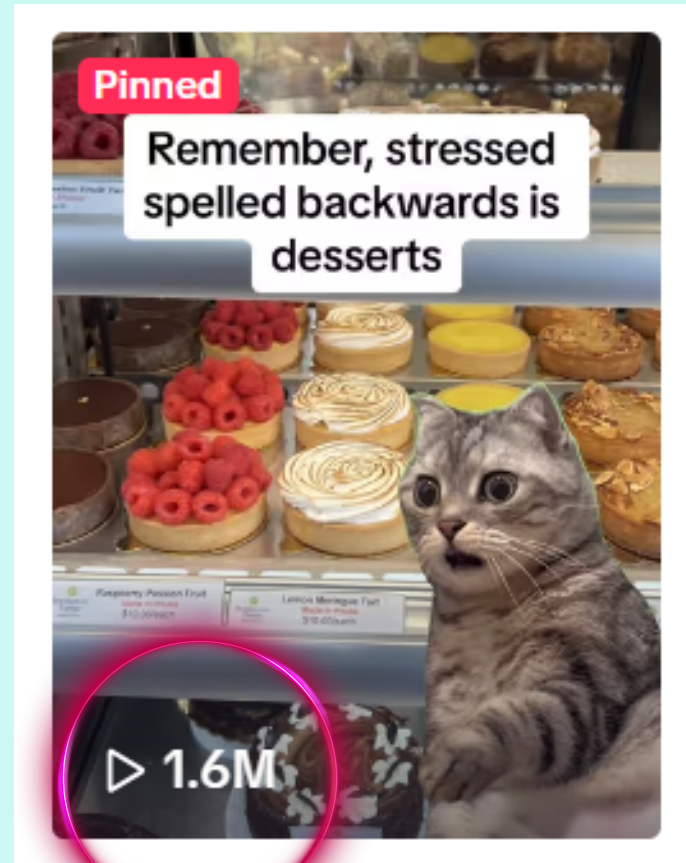
– A 17% YOY GROWTH FUELED BY OPTIMIZED CONTENT, SEASONAL PROMOTIONS AND PLATFORM-SPECIFIC STRATEGIES

01

\$67,000 Boost in Deli Sales at Pemberton Farms. As Social Media Manager, I helped grow deli sales from \$596,000 to \$663,000 in just one year by increasing foot traffic and elevating our digital presence with engaging, community-focused content.

02

An Instagram Reel for The Throne Depot hit 700,000 views and generated over 1,000 website visits, highlighting the direct conversion potential of social media content.



Thank you

guzman_marco5@yahoo.com
(978) 269-7603