Daniel Aguilar Bishop

Front-end Developer - Senior Digital Marketer - Prompt Engineer

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Education

Platzi

ChatGPT Course

ChatGPT With Google Sheets

Prompt Engineering Course

React.js Course

React.js Course: Professional State Management

React.js Course: Render and Composition Patterns

TypeScript Fundamentals Course

TypeScript Course: Object-Oriented Programming and Asynchronism

TypeScript Course: Advanced Types and Functions

Responsive Design Course: Mobile First

JavaScript Fundamentals Course

JavaScript Course: DOM Manipulation

Definitive HTML and CSS Course

Practical HTML and CSS Course

Tailwind CSS 1 Course

Tailwind CSS 2 Course

Professional Scrum Course

Software Testing Fundamentals Course

Introduction to Test Automation Course

NPM Course

Logical Thinking: Algorithms and Flowcharts

Logical Thinking: Data Handling, Structures, and Functions

Jira Fundamentals Badge

Outbrain

Native Advertising Strategy Expert

Native Performance Expert

Taboola

Native Advertising: Reach more customer with Taboola

Google

Google Ads Search Advertising Certification

Google Ads Search Certification

Google Ads Fundamentals

Graduate in Communications & Journalism   Cochabamba, BO

Universidad de Aquino Bolivia   2005 − 2010

Experience

[HCMedic](#)   US/PR (remote)
Marketing Director   August 2021 – Now

- Directed global marketing operations; formulated data-driven strategies and oversaw execution of multi-platform advertising campaigns
- Conducted in-depth performance analysis to optimize campaign efficiency and ROI
- Led training and enablement of international sales teams; aligned messaging and improved conversion rates
- Created high-impact audiovisual presentations for product launches and stakeholder communications
- Integrated AI tools for content creation, including copywriting, image and video generation, and automated implementation in digital strategies
- Managed B2C and B2B sales pipelines; aligned marketing initiatives with sales objectives to increase revenue and client acquisition
- Leveraged platforms such as Google Ads, Meta Ads, and ChatGPT to streamline campaign creation and performance
- Collaborated with cross-functional teams to ensure consistency in brand messaging and digital experience across markets
- Recruited and onboarded qualified personnel in sales, UX/UI designers and software developers
- Managed interdisciplinary teams across various departments to align operations with company goals
- Negotiated and managed international and inter-institutional agreements with medical associations and scientific societies
- Coordinated executive board activities and facilitated alignment between leadership and operational teams
- Produced user-focused software tutorials to support onboarding and improve product usability
- Supervised software quality assurance processes to ensure product reliability and performance standards
- Edited and refined in-app and external software communications to ensure clarity, consistency, and user alignment

[TiveLabs](#)   Bolivia (remote)
Front End Developer   January 2024 – December 2024

- Designed and implemented scalable, high-performance user interfaces using React, TypeScript, and Tailwind CSS
- Collaborated within a cross-functional team to deliver responsive and accessible web applications
- Participated in code reviews and agile development sprints to ensure code quality and maintainability
- Optimized front-end performance and load times, enhancing user experience and engagement metrics
- Conducted front-end software testing to ensure functionality, usability, and cross-browser compatibility
- Documented components, workflows, and technical decisions to support team alignment and future development
- Communicated with clients to gather requirements, provide technical guidance, and ensure project alignment

[AIM Internet Marketing](#)   Germany (remote)
Senior Digital Marketer   January 2012 – December 2023

- Conceived, developed, executed, and evaluated multilingual advertising campaigns targeting international audiences
- Specialized in promoting pharmaceutical products across European and American markets while ensuring regulatory compliance
- Leveraged platforms including Google Ads, Bing Ads, Meta Ads, Outbrain, and Taboola to optimize reach and conversions

- Utilized Google Analytics to monitor campaign performance and extract actionable insights for continuous optimization
- Managed email marketing campaigns using ActiveCampaign, Mailchimp, and SendGrid to support lead nurturing and client retention
- Developed and maintained campaign landing pages and websites using WordPress
- Achieved measurable improvements in campaign CTR, conversion rates, and ROI across multiple regions and channels

Adwise Online Marketing   Bolivia (remote)
COO & Founder   January 2012 – December 2023

- Delivered end-to-end digital solutions for Bolivian businesses to strengthen online visibility and performance
- Implemented SEO strategies based on keyword research, technical audits, and on-page optimization
- Managed SEM campaigns using Google Ads to drive targeted traffic and increase conversion rates
- Conducted web analytics using Google Analytics and Google Search Console to track KPIs and optimize digital performance
- Enhanced search engine rankings through continuous content improvements and backlink strategies
- Collaborated with clients to align digital strategy with business objectives and market opportunities

Skills & Interests

Technical: HTML, CSS, Tailwind, JavaScript, TypeScript, React JS, Google Ads, Google Analytics, Meta Ads, Bing Ads, Outbrain, Taboola, ActiveCampaign, MailChimp, Sendgrid, WordPress
Language: Spanish (native), English (B1/B2)
Interests: Music, Literature, Philosophy