

Daniel Aguilar Bishop

AI/Prompt Engineer | Front-End Developer | Senior Digital Marketer



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SKILLS & INTERESTS

Skills: Leadership & Team Management, Strategic Planning, Project Management (Asana, Jira, Notion), Communication & Negotiation, Problem-Solving & Critical Thinking, Training & Mentorship, Customer Success & Onboarding, Audiovisual/Video Content Production, Analytical Thinking, Adaptability & Remote Collaboration.

AI Tools: Claude Code (software development, marketing operations, and administrative task automation), Claude, ChatGPT, Gemini, Prompt Engineering, AI-assisted content/image/video generation, MCP (Model Context Protocol) integrations connecting Claude to Google Search Console, Google Tag Manager, GA4, Stitch (AI UI/UX design generation), and Gemini Image (AI image generation).

Technical: HTML, CSS, Tailwind, JavaScript, TypeScript, React JS, Next.js, Schema.org/JSON-LD, Software Testing/QA, Google Ads, Google Analytics (GA4), Google Search Console, Google Tag Manager, Meta Ads, Bing Ads, Outbrain, Taboola, ActiveCampaign, MailChimp, Sendgrid, WordPress, Jira, Asana.

Industries: Healthcare, Hospitality & Travel, Public Sector, Professional Services, Local Business/SMB.

Language: Spanish (native), English (B1/B2).

Interests: Music, Literature, Philosophy.

PUBLICATIONS & SPEAKING ENGAGEMENTS

El Médico Visible, Author, 2026

Published a 20-chapter, 90-day system guiding medical practices toward ethical online visibility, covering SEO and GEO (optimization for AI answer engines including ChatGPT, Gemini, and Perplexity).

FISODERMA 2.0, International Speaker, Asunción, Paraguay, August 2026

Delivered "De Profesional Clínico a Negocio en Salud" ("From Clinical Professional to Health Business"), a health-tech presentation on digital transformation and visibility strategy for medical practices.

EXPERIENCE

Bizlytics

Bolivia (remote)

Founder

January 2026 – Now

- Founded and currently lead Bizlytics, an AI-driven venture building marketing automation, e-learning, and vertical SaaS products for Latin American SMBs and institutions.
- Built a WhatsApp Business chatbot with multi-LLM integration (Google Generative AI, Groq, OpenAI) for 24/7 lead qualification and appointment scheduling, customized by vertical (healthcare, real estate, professional services, restaurants), with a companion React/Socket.io admin dashboard for live conversation and analytics monitoring.
- Designed and specified Bizlytics Academy, a subscription-based e-learning platform (Next.js) delivering self-paced courses, taught by me, across six pillars (paid media, SEO/GEO, applied AI, marketing automation, sales, and BI), with monthly content releases.

- Built Bizlytics CRM (Next.js, React, TypeScript), integrating real-time WhatsApp lead capture, a drag-and-drop Kanban pipeline, Google Calendar scheduling, and channel-level conversion reporting, deployed as a managed instance per client.
- Developed Engrama, an audio-transcription tool (FastAPI, faster-whisper) with a fully automated, end-to-end tested upload-to-download pipeline.
- Built Aura PropTech, a SaaS platform for Bolivian building and condominium management (Next.js, Supabase), engineering a 4-step onboarding flow to generate a client's first invoice in under 60 minutes without human support.
- Delivered a full academic management system for a Bolivian school (Next.js, Supabase), covering grade tracking and PDF report-card generation from 3rd grade primary through 6th grade secondary, with role-based access and a full audit history of grade changes.

AIM Internet Marketing

Germany (remote)

Project Manager | Web Developer | SEO-GEO Strategist

August 2025 – Now

- Rehired as Project Manager to lead the Bolivia-based team of five digital marketing professionals.
- Managed project planning, execution, and delivery, ensuring seamless coordination with the German executive board.
- Independently designed and built AIM's new multilingual (German/English/Spanish) marketing website from scratch using Next.js, React, TypeScript, and Tailwind CSS, spanning 40+ service and case-study pages, with automated Playwright-based QA testing and a full mobile-responsiveness refactor ([live site](#)).
- Produced all audiovisual and static visual assets for the site using Google Flow and custom-trained LoRA models, creating consistent illustrated brand characters and imagery in place of generic stock photography.
- Built a secure, authenticated client reporting portal within the new website, with individual report hubs for six clients and an integrated AI-powered chat widget.
- Conducted technical SEO and GEO (Generative Engine Optimization) audits for international clients, covering Core Web Vitals, structured data (JSON-LD/Schema.org), GTM/GA4 tracking, and AI-search visibility across Google, Perplexity, and ChatGPT.
- Configured and used MCP (Model Context Protocol) integrations to connect Claude directly to Google Search Console, Google Tag Manager, and GA4, streamlining client audits, reporting, and data-driven decision-making across accounts.
- Extended the AI-assisted workflow into design and content production via MCP integrations with Stitch (UI/UX design generation) and Gemini Image, speeding up mockups, visual assets, and creative iteration.
- Designed and implemented an 18-page, 398-instance JSON-LD structured-data architecture for a coaching client, validated with zero errors, including a dedicated entity page that resolved a Google/AI name-disambiguation issue.
- Implemented llms.txt for AI discoverability and a 25-article content-cluster plan for the same client; ran a baseline AI-visibility audit across Google, Perplexity, and ChatGPT to track organic and AI Overview presence.
- Audited 2,491 URLs for a German public-sector client, uncovering active schema errors on 200+ live pages, and delivered Phase 1 of a Schema.org implementation plan covering 1,199 pages.
- Led a technical and content audit for a hospitality client's site relaunch (64 properties, 800+ images), including a competitive analysis of three market peers and legal-compliance findings; authored a scoped Next.js/Vercel technical proposal and built and deployed the interim landing page.
- Audited Core Web Vitals (52/100 performance score, 17.5s LCP), GTM/GA4 tracking, and structured data across 16 pages for a European travel/tourism client, uncovering broken conversion tracking and underperforming search visibility; delivered an executive audit report with technical fixes.

HCMedic

US/PR (remote)

Marketing Director

August 2021 – Now

- Directed global marketing operations, formulating data-driven strategies and overseeing multi-platform advertising campaigns (Google Ads, Meta Ads) alongside B2C and B2B sales pipelines to grow revenue, conversions, and client acquisition.
- Directed the creation and strategy of HCMarketing, a specialized medical-marketing module within the Medic platform, building physicians' digital reputation through Google Ads and Meta Ads campaign environments, medical branding and design, and professional identity documentation, while leading an international multidisciplinary team.
- Conducted in-depth campaign performance analysis, leveraging AI tools including Claude Code to streamline creation and optimize efficiency and ROI across channels.
- Led training and enablement programs for international Sales, Customer Success, and Account Management teams; aligned messaging and improved conversion rates.
- Created and led HCReception, a training program for medical receptionists covering patient care, health-service sales, and conversational sales via WhatsApp.
- Delivered health-service sales training directly to client medical practices, extending internal enablement methodology to external accounts.
- Produced high-impact audiovisual presentations and AI-generated content (copywriting, image, and video) for product launches and stakeholder communications, integrating AI-assisted workflows into digital strategy execution.
- Recruited, onboarded, and led interdisciplinary teams across sales, UX/UI design, and software development, ensuring consistent brand messaging and digital experience across markets.
- Negotiated and managed international and inter-institutional agreements with medical associations and scientific societies.
- Led Customer Success initiatives, spanning onboarding programs, user-focused software tutorials, and refined in-app/external product communications, to drive adoption, usability, and clarity.
- Supervised software QA processes for the Medic platform, ensuring product reliability and performance standards.
- Coordinated executive board activities to align leadership and operational teams, and served as Head of Human Resources, managing payroll, payment processes, and HR compliance.

TiveLabs

Bolivia (remote)

Front End Developer/Tester

January 2024 – December 2024

- Designed and built scalable, high-performance user interfaces in React, TypeScript, and Tailwind CSS, translating design specifications into reusable, component-based architecture.
- Collaborated within a cross-functional agile team, working alongside design, backend, and QA to ship responsive, accessible web applications on a sprint cadence.
- Participated in peer code reviews, sprint planning, and retrospectives, upholding code quality, consistency, and maintainability standards across the codebase.
- Profiled and optimized front-end performance, including load times, rendering, and bundle size, to improve user experience and engagement metrics.
- Executed front-end testing across functionality, usability, and cross-browser/cross-device compatibility to catch regressions before release.
- Documented components, workflows, and technical decisions in shared team knowledge bases to support onboarding and future development.

- Served as a technical point of contact for clients, gathering requirements and translating them into actionable front-end specifications.

AIM Internet Marketing

Germany (remote)

Senior Digital Marketer

January 2012 – December 2023

- Conceived, developed, and executed multilingual advertising campaigns for international audiences, specializing in pharmaceutical products across European and American markets while ensuring strict regulatory compliance.
- Managed paid media across Google Ads, Bing Ads, Meta Ads, Outbrain, and Taboola, and email marketing through ActiveCampaign, Mailchimp, and SendGrid, to drive reach, conversions, lead nurturing, and client retention.
- Monitored and analyzed campaign performance in Google Analytics, translating data into actionable optimizations across channels and regions.
- Developed and maintained campaign landing pages and websites in WordPress to support acquisition funnels.
- Delivered measurable, sustained improvements in CTR, conversion rates, and ROI across multiple regions and channels over an 11-year tenure.

Adwise Online Marketing

Bolivia (remote)

COO & Founder

January 2012 – December 2023

- Founded and led a digital marketing agency delivering end-to-end SEO, SEM, and web strategy for Bolivian businesses, overseeing operations, client relationships, and service delivery as COO.
- Designed and implemented SEO strategies, including keyword research, technical audits, on-page optimization, content improvements, and backlink building, to strengthen organic search rankings.
- Planned and managed SEM campaigns on Google Ads to drive targeted traffic and increase conversion rates.
- Tracked KPIs and digital performance using Google Analytics and Google Search Console, translating data into continuous optimization.
- Partnered with clients to align digital strategy with business objectives and identify new market opportunities.

EDUCATION

AI: [Introduction to AI](#) · [English Course to Work with AI Tools](#) · [ChatGPT Course](#) · [Creating web pages with ChatGPT](#) · [ChatGPT With Google Sheets](#) · [Prompt Engineering Course](#) · [AI for Content Marketing](#) · [AI for SEO](#) · [AI for Customer Service](#) · [AI for Finance](#) · [AI for Human Resources Management](#) · [Image Generation with AI](#) · [Video Generation with AI](#) · [Claude AI Course](#) · [Claude Code Course](#) · [Gemini Course](#) · [Claude Fable 5 Course](#)

Development: [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](#) · [AEO/GEO Course for Organic Search](#) · [Google Search Console Fundamentals for SEO](#) · [SEO Fundamentals Course: Search Engine Positioning](#) · [SEO Best Practices Course](#) · [SEO Consulting: Building and Selling SEO Services](#) · [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](#)

Digital Marketing Platforms: [Meta Ads](#) · [Outbrain Native Advertising Strategy Expert](#) · [Outbrain Native Performance Expert](#) · [Native Advertising: Reach more customer with Taboola](#) · [Google Ads Search Advertising Certification](#) · [Google Ads Search Certification](#) · [Google Ads Fundamentals](#)

Productivity: [Notion](#) · [Team Management and Productivity with Notion](#) · [Course to create your virtual office with Notion](#)

Sales: [Ventas Salvajes 2.0](#) · [Sales with WhatsApp](#) · [WhatsApp Business](#) · [Storytelling Course](#) · [Personal Branding Course](#) · [Professional Public Speaking Course](#) · [Assertive Communication Course](#) · [Consumer Psychology Course](#)

Graduate in Communications & Journalism
Aquino University, Bolivia

Cochabamba, BO
2005 – 2010