

CONTACT

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EDUCATION

Texas State University

San Marcos, TX
Coursework toward B.A.
in English
Public Relations minor

CERTIFICATIONS

- Google Digital Marketing & E-Commerce Professional
- Google Ads Creative
- Google AI-Powered Performance Ads

SKILLS

Web & E-Commerce

- WordPress
- WooCommerce
- Square Gateway
- HTML / CSS
- Landing Pages
- Site Migrations
- SEO/GEO/AEO

Analytics & Systems

- Google Tag Manager
- GA4 Events
- Google Search Console
- Tracking Forensics
- Data Hygiene
- Meta Business Suite
- Email Deliverability

Infrastructure & Tools

- Adobe Suite / Canva
- DaVinci Resolve
- CRMs (Pipedrive, Airtable, etc)
- Generative AI & Agentic Tooling
- Cloudflare DNS & WAF Georestriction
- Office Productivity Suites (MS / Google)

Sebastian Tercilla

Marketing Operations & Digital Generalist

Solo digital marketer who builds the systems small companies rely on. Experienced deploying e-commerce checkouts, creating custom GTM/GA4 conversion tracking, analyzing web traffic patterns, and driving organic multi-channel growth with zero ad spend.

EXPERIENCE

Optimal Healthcare Solutions

Digital Marketing Specialist | January 2025 – Present

- Grew Facebook monthly brand views ~10x (694 to 6,688 monthly views comparing H1 2025 to H1 2026) and tripled user interactions (144 to 420) through consistent, image-led compliance news with \$0 ad budget.
- Built and managed a 200-recipient Brevo newsletter reaching 42% of identifiable company clients (representing 52% of total customer spend and a 76% repeat purchase rate) with 8 unsubscribes across 40+ campaigns.
- Quadrupled Google Search impressions YoY (4.1x, 3,220 to 13,061 in comparable Jul–Sep quarters), doubled organic clicks (63 to 130), and improved average position from 31.6 to 14.6.
- Generated 19 web orders accounting for 14.2% of total company card volume by establishing an automated self-serve revenue channel that did not previously exist.
- Rebuilt the company website from scratch, replacing an analog document order process with an automated WooCommerce store on the Square gateway.
- Implemented digital measurement: deployed GTM and GA4 with custom event tracking.
- GeoRestricted bot traffic via Cloudflare, halving GA4 pageviews and with minimal impact on daily users.
- Researched and authored ~115 technical healthcare compliance articles with the help of AI tooling, creating organic entry pages that drove 20% of all net-new website visitors.
- Coordinated end-to-end promotional workflows and attendee registration for twice-monthly continuing education training seminars, managing landing pages, confirmation campaigns, and post-session client communications.

Heavy Hands Heavy Hearts Foundation

Outreach & Marketing Associate | April 2024 – December 2024

- Ran social media community initiatives, increasing Facebook follower count by 1.8%, reach by 6.1% and doubled visits (+99.3%) over a 6-month period with \$0 ad spend.
- Prospected, conducted direct outreach to, and onboarded 9 regional partner organizations into the non-profit referral network.
- Produced promotional collateral, planned logistics, and represented the foundation across 4 regional community events, directly resulting in 3 new partnership onboardings.

Caregiver | June 2022–December 2023

- Full time unpaid caregiver for terminally ill father. Coordinated all care logistics from hospice visits to medication administration, while upskilling into marketing through self-directed study.

NuBrakes Mobile Brake Repair

Fleet Sales Development Representative & Inside Sales Associate II | March 2021 – June 2022

- Booked 1,294 jobs worth \$400K in revenue at a 50% booking rate, averaging 117% of quota over 10 months; earned ISA of the Month (June & September 2021).
- Promoted to Fleet Sales Development Representative; prospected and closed B2B commercial accounts ranging from regional SMBs to enterprise fleets with total projected lifetime values of \$1.2M (CRM pipeline).
- Partnered with marketing to develop targeted cold-outreach templates, email cadences, and pitch decks specifically aligned with commercial fleet managers.

Walmart

Online Grocery Fulfillment Team Leader | March 2020 – February 2021

- Managed and scheduled a department of 84 associates in high-volume digital fulfillment operations.
- Scaled daily order fulfillment from ~80 to ~250 orders daily while being regularly recognized by District Management for overperforming against targets.