



CONTACT

787-244-0209
gabriel.guzman@me.com
gabrielguzmanpr
gabrielguzmanpr.com
Guaynabo, Puerto Rico

AI & AUTOMATION

- ◆ Claude & Claude Code
- ◆ Agent skills & workflows
- ◆ Prompt engineering
- ◆ Automated reporting pipelines
- ◆ API & MCP integrations
- ◆ AI-assisted scriptwriting
- ◆ ChatGPT

MARKETING

- ◆ Content strategy
- ◆ Creative direction
- ◆ Social media management
- ◆ Paid social (Meta Ads)
- ◆ Analytics & reporting
- ◆ Competitor analysis
- ◆ Brand voice development
- ◆ Copywriting & scripting

TOOLS

- ◆ Meta Business Suite
- ◆ Windsor.ai · Metricool
- ◆ Canva · CapCut
- ◆ Adobe Express
- ◆ Monday.com
- ◆ Google Workspace · Office 365

LANGUAGES

Spanish Native · English Fluent

GABRIEL GUZMÁN AN TOMMARCHI

SOCIAL MEDIA DIRECTOR · CONTENT STRATEGY · AI-DRIVEN MARKETING

Social media director who turns analytics into content that performs and repetitive agency work into automated systems. Directs the strategy, creative team and paid media behind 8 client accounts in Puerto Rico. Economics and Marketing double major, MBA candidate, fully bilingual.

EXPERIENCE

Aura Social · Social media agency, Puerto Rico

Social Media Director

May 2025 – Present

Account Manager, Internship

Aug 2024 – Apr 2025

- Lead social strategy and creative direction for **8 client accounts** across Instagram, Facebook, TikTok and LinkedIn, owning monthly planning, publishing, paid media and client performance reviews.
- Grew a running retail client to **1.7M Instagram views in 12 months**, lifting monthly engagement **178%** and saves **283%** while that client's ad spend **fell 29%**.
- **Direct a team of photographers and editors:** delegate client revisions across the team, brief shoots against client feedback and give final approval on every asset before it ships.
- Write and direct **30+ short-form videos per month:** scripts, shot lists and on-set creative direction.
- Own **paid social on Meta Ads:** diagnosed that awareness-objective buying was delivering cheap impressions with almost no engagement, and moved the roster to engagement-objective campaigns, lifting click-through from **0.4% to 3.4%** at **\$0.08 per click**.
- Built an **AI reporting pipeline** that pulls Instagram, Facebook and Meta Ads data for the full roster and generates a branded performance report and client email per account, cutting monthly analytics from **3 team-days to under 20 minutes** and redirecting that capacity to new business proposals.
- Built a **per-client AI content engine** that generates on-brand ideas, scripts and copy from each brand's voice profile, plus **automated daily trend briefs** and an inbox triage system that classifies threads, researches inbound leads and drafts replies.

University of Puerto Rico, Río Piedras

Administrative Assistant, Work Study Program

Dec 2021 – May 2024

- Front-line support for students, faculty and staff across in-person and digital channels.

CREATOR & LEADERSHIP

- **Personal brand.** Spanglish-native lifestyle creator in Puerto Rico; best posts reach **34K views, 1.2K saves and 854 shares in 24 hours**.
- **University Instagram account.** Founded and grew it to **3K+ followers in under a year** with 200K average monthly reach; promoted 30+ events drawing up to 1,000 attendees.
- **AERP, Economics Association of Río Piedras.** Board member and sub-PR officer (2023–2024) running all four association accounts; membership up **31.5%** year over year.

EDUCATION

University of Puerto Rico, Río Piedras

MBA, focus in Marketing

Aug 2025 – Present

B.B.A., double major in Economics and Marketing · GPA 3.3

Aug 2020 – May 2025