

Karina Guzman

Business Development & Marketing

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Vancouver, BC

Driven business development and marketing professional specializing in enterprise sales and market penetration for the IT industry. Exceptionally skilled in cross-functional strategies, client relations, and working capital optimization with 5+ years of experience across the private sector.

Projects & Achievements

Co-founder, En Vancouver

Non-profit online platform to help immigrants access professional services in Spanish and empower small Latino businesses to leverage diversity as a competitive advantage.

Co-founder, Trabaja en Vancouver

Founded the largest online networking forum for Latino immigrants, with over 150,000 active members.

Best Ticketing Technology Award, Application & Submission

Won Best Ticketing Technology at Event Tech Live 2022 by leveraging Fobi's partnership with The Oscars.

Professional Experience

LinkSpree | Vancouver, BC

01/2023 - Present

Co-Founder, Head of Business Development & Marketing

- Established product roadmap, brand identity, positioning, and affiliate strategy for SaaS startup
- Developed sales pipeline, lead generation strategy, subscription business model, and pricing structure
- Fostered relations and closed pre-launch sales with enterprise accounts through outbound activities to ensure R&D funding (cold calls, LinkedIn networking, targeted email campaigns, and events)
- Doubled the user base and achieved top Google search rank through PR partnerships with IT magazines, creators, and review websites
- Employed a consultative approach to advise customers on product customizations and negotiated tailored pricing models to meet client budget constraints and company revenue objectives

Fobi AI | Vancouver, BC

11/2021 - 01/2023

Business Development & Marketing Lead

- Strategized diversification into three new markets while maintaining steady operational costs
- Evaluated and presented revenue growth and risk mitigation opportunities to C-level executives using Excel forecasting, market research, reports, and presentations for 20+ projects
- Closed and managed marketing consulting services from negotiation to account management for affiliates and enterprise clients such as VOSS Water, Abbot's Butcher, Enjoy Life, and Hip2Save
- Expedite product diversification across continents by 40% through cross-functional team collaboration
- Managed subsidiary's marketing operations, including SEO tactics, PR, push notification and email marketing, events and webinars, and campaign performance tracking

Marketing Services Specialist

- Developed Fobi's first affiliate program, improving customer retention and sales performance by 20% and creating a solution for CPG clients to link in-store sales with digital marketing campaigns
- Employed root cause analysis to redefine a B2C subsidiary's business model, resulting in two new revenue streams and a 42% online traffic increase
- Reached a 98% product migration when sponsoring partners' events; notable partners include the PGA Tour Champion Adam Haddwin and Canadian Singer Aaron Pritchett

Latincouver | Vancouver BC

02/2021 - 11/2021

Communications Specialist

- Bilingual public speaker, podcast host, and interviewer for the Latin Canadian Businesses Network
- Led e-conference promotion, increasing attendance rates by 27% and meeting requirements to be eligible for a BC Arts Council grant
- Raised funding through partners, sponsors, and joint campaigns with Latino-owned businesses
- Mentored industry experts and sponsors throughout the podcast's creative processes
- Synthesize large sets of engagement data to craft an itemized 90-day brand reinforcement plan

MCC Projects & Developments | Morelos, MX

03/2015 - 09/2018

Sales & Marketing Specialist

- Established strategic partnerships with key suppliers, resulting in a 34% referral business increase
- Maximized customer retention rates by deploying a CRM and establishing sales KPIs
- Optimized every stage in the marketing and sales funnels to grow conversion rates and MQLs by 30%
- Streamlined sales processes and campaign schedules by adopting a project management software
- Automated email workflows, paid ads, and social media campaigns to raise sales productivity
- Successfully planned and executed corporate events to host high-profile clients and investors

Education

Business Management

Langara College
Graduate with Distinction

Business Foundations

SELC Career College
Graduate with Distinction

Business Strategy & Innovation

Monterrey Institute of Technology
Academic Scholarship

Person-Centred Psychology

Gestalt Institute, Humanist University
Academic Scholarship

Extracurricular

Toastmasters Pathways,
Dynamic Leadership

Informal Consulting

Latino Immigrants Mentorship

Recreational Runner and Diver

Languages

English

Bilingual

Spanish

Bilingual

French

Beginner