



ROBERT NOGUERA

Business Development Advisor & Digital Marketing Strategist
Independent Consultant

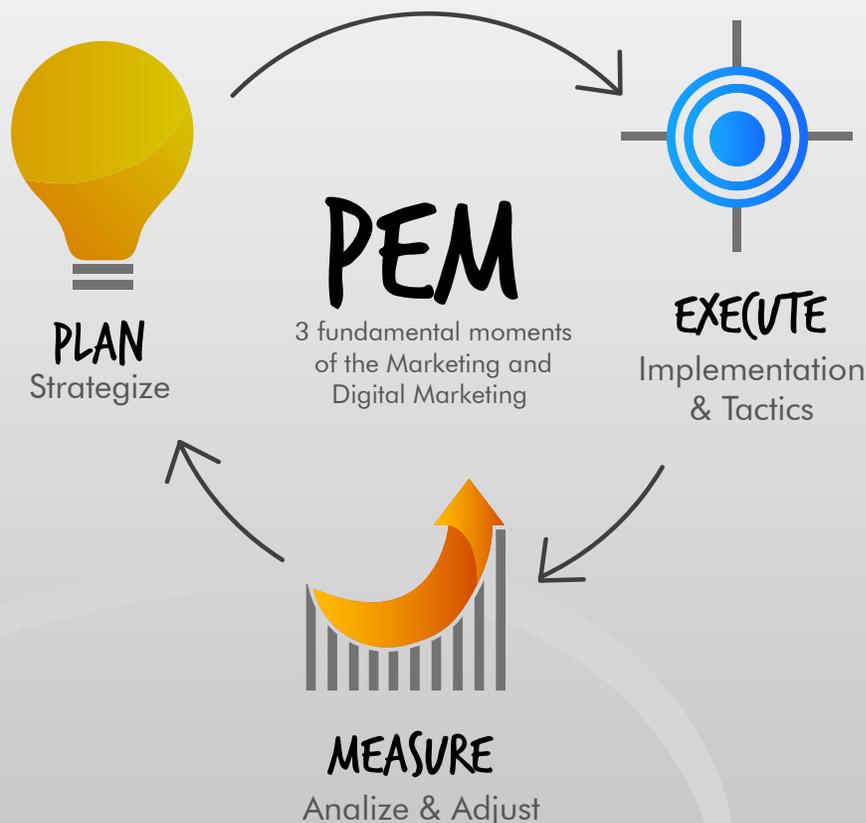
PORTFOLIO

www.robertnoguera.com



Robert provides innovative solutions to help our clients grow profitably by understanding customer insights and business dynamics. Our Marketing Strategy team combines a multicultural and practical approach in the areas of strategic marketing, digital strategy, channel strategy, services management, web design and multimedia, data analytics and customer relationship management in order to define, execute, and measure your plan.

Our success relies in the use of the **PEM** methodology where we focus in the equilibrium of three key components in the strategic cycle in Marketing and Digital Marketing, these being:



Working with a multicultural and experienced team with more than **25 YEARS** of experience who are progressive, flexible, adaptable, open to change, and understand behaviors and trends. We utilize our expertise to communicate your business and brand to the different segments and target groups. We are passionate about:

- ▶ Creativity
- ▶ Strategy
- ▶ Results
- ▶ Support
- ▶ Reliability
- ▶ Responsibility
- ▶ Organization and Delivery



- Make it happen before it happens (proactive than reactive).
- Establish direction so you are in control.
- Make wise business decisions with reliable and dated information.
- Adaptability and change.
- Use of updated techniques and media to maximize results
- Increased profitability and market share.
- Differentiation to lead (and set apart from the competition)

LET US PLAN AND (RE)CREATE SOMETHING GREAT, TOGETHER...



- Strategic Marketing Plan
- Inbound Marketing
- Digital Marketing:
 - **Web design**
 - Mobile websites
 - Landing pages and ad design
 - **E-commerce** solutions
 - **App** design and development
 - Social media marketing (SMM)/ advertising
 - Reputation management
 - Conversion optimization
 - PR marketing
 - Lead generation
 - Search engine optimization (SEO)
 - Search engine marketing (SEM)
- E-mailing platform and strategies
- **CRM** – Customer relation management system
- Loyalty system
- Surveys and data system
- **Big data and data mining**
- **Business intelligence**

"LONG-RANGE PLANNING DOES NOT DEAL WITH
THE FUTURE DECISIONS, BUT WITH THE FUTURE
OF PRESENT DECISIONS"

PETER DRUCKER



ROBERT
NOGUERA

Roberto Noguera Cadavid

Business Development Advisor & Digital Marketing Strategist

USA: +1 (561) 633 0362

LATAM: (+57) 317 494 6272

roberto.noguera@gruporovi.com

Robertnoguera.com