



JOHN CEBALLOS

Senior Marketing Leader | B2B & B2C Growth Strategist | Digital, Branding & Demand Generation

ADDRESS : HOUSTON, TX STATUS: USA Citizenship

PROFESSIONAL EXPERIENCE

OIL & GAS INDUSTRY

JAN 2019 - DEC 2025

6 YEARS

TEXPETROL

HOUSTON, TX

TEXPETROL INC. -

MARKETING MANAGER

Strategic Marketing & Global Campaigns (USA | Mexico | Nigeria):

Developed and executed targeted B2B marketing strategies across key international markets—USA, Mexico, and Nigeria—for TEXPETROL's flagship product, the Valve T-31, resulting in increased lead generation and product demand.

Localized Multi-Channel Marketing: Launched customized, region-specific campaigns tailored to each market's industrial needs, including Spanish-language assets for Mexico and oil and gas-specific messaging for Nigeria, driving high engagement and product interest.

Sales & Marketing Alignment: Partnered with local sales teams to align messaging with customer pain points, which helped achieve a 35% increase in Valve T-31 sales year-over-year across the three target regions.

Trade Show Marketing & Client Engagement: At TEXPETROL, I led a targeted marketing initiative centered around the Houston OTC trade show, strategically inviting top clients from the U.S., Mexico, and Nigeria to engage directly with our flagship Valve T-31 product line. I oversaw all aspects of planning—including booth design, marketing materials, and client coordination—to ensure a seamless and memorable experience. This hands-on approach not only strengthened international client relationships but also contributed to a 25% increase in purchase orders in the following quarter.

Digital Advertising & SEO Optimization: Managed and optimized Google Ads and SEO campaigns targeting high-intent keywords such as "Cameron-compatible valves Mexico", driving qualified traffic to product landing pages with strong conversion rates.

Data-Driven Performance Analysis: Monitored campaign performance by region, adjusted strategies based on KPIs such as CPA, lead quality, and conversion rate, and reallocated budgets to maximize ROI and sales outcomes in each market.

Google Ads Management: Managed a \$10k monthly budget for Google Ads, focusing on CAMERON valves. Created and optimized over 5 ads targeting various valve products, using Google Analytics to track and adjust performance weekly, biweekly, and monthly.

KPI Tracking & Budget Optimization: Monitored ad performance metrics and sales to assess ROI. Conducted daily performance tracking, adjusting budgets and strategies based on top-performing ads and products.

Email Campaigns: Designed and created multiple newsletter campaigns, distributed 2 to 3 times per month to the entire TEXPETROL database. Conducted daily and weekly analysis of campaign performance using the Active Campaign platform to measure effectiveness and optimize future newsletters.

Website & Social Media Management: Led the development of a user-friendly website and managed social media profiles. Created business profiles and executed ad campaigns across multiple platforms.

Marketing Material: Designed and created brochures featuring TEXPETROL's best-selling products. Took professional photographs of the products for inclusion in these brochures, which were then added to the website and distributed to all potential TEXPETROL clients.

Referral & Relationship-Based Growth: Focused on building long-term partnerships with key engineering firms, distributors, and procurement officers, leveraging referrals to expand market share in Latin America and West Africa.

CONTACT

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HOUSTON, TEXAS
USA

ON LINE RESUME PORTFOLIO

<https://zima.com/resume/index.html>

EDUCATION

FIU (Florida International University)

Marketing Advertising/Graphic Design

Bachelor's degree in Business Marketing

PROFESSIONAL SKILLS

Sales

Copy Writing

Web Develop

Web Design

Photography

Video /Editing

Graphic Design

Marketing Advertising

JOHN CEBALLOS

JOHN CEBALLOS

Experienced Marketing Manager | Brand Development | Digital Advertising

CONTACT

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LANGUAGE SKILLS

Fluent | ENGLISH

Native | SPANISH

HARD SKILLS

Advertising Google Ads •

Facebook Ads & Newsletters •

Custom marketing strategies •

Market Analysis (Google Analytics) •

Planning & Strategic Communication •

Client Relationship Management •

New Business Development •

Product Positioning/Strategic Planning •

Marketing & Public Relations •

Proposal/Presentation Development •

Sourcing Referrals •

New Product Rollout/Launch •

Social Media Management •

Email Marketing •

PROFESSIONAL EXPERIENCE

DENTAL INDUSTRY

STRATEGIC MARKETING & BRANDING LEADER & GRAPHIC DESIGN

JAN 2012 - DEC 2018

7 YEARS

ACE ENDODONTICS

HOUSTON, TX

Strategy Development: Spearheaded digital marketing strategies for short, medium, and long-term goals to boost sales and competitive positioning. Conducted competitor analysis to highlight the benefits of our products.

Team Management: Led a team of three employees to personally visit over 20 general dental practices, fostering personal connections with doctors. In the areas of Houston, Katy, Sugarland, Spring, Cypress, Kingwood and the woodlands.

Oversight and Coordination: Ensured team members met monthly goals, including visiting practices, tracking patient referrals, and arranging lunches with ACE Endodontists to build relationships. Monitored and responded to Google reviews. Compiled contact details of office managers for direct communication.

Google Ads: Managed a \$10k monthly budget per practice (totaling \$50k across 5 practices) for Google Ads, focusing on SEO optimization to achieve top search rankings. Monitored ads daily, analyzing metrics to adjust strategies for maximum ROI.

Social Media Advertising: Allocated \$10k per practice monthly for Facebook and Instagram advertising to complement Google Ads efforts.

Newsletter Campaigns: Implemented a newsletter marketing campaign, promoting services to over 15,000 clients using "Active Campaign." Developed over 15 email marketing campaigns annually, offering discounts and promotions for new patients.

Relationship Building: Built direct relationships with numerous General Dentists, offering competitive pricing and services to secure initial referrals. Established a referral program to track patient referrals, enabling personalized thank-you gestures.

Localized Marketing: Directed Google Ads investment to specific areas in Houston, including Katy, Harris County, Clear Lake, Sugar Land, Lakewood, Spring, Cypress, and The Woodlands. Allocated budgets for localized Google Ads to identify areas with higher patient turnout.

Content Creation: Designed and managed stationery for all five practices annually. Developed and maintained content for all ACE Endodontics websites. Took professional photographs of new doctors for use on websites, bio flyers, videos, and brochures.

Client Engagement: Coordinated business meetings to showcase ACE Endodontics' technology and services to General Doctors and their staff. Conducted meetings with new doctors and staff to tour ACE Endodontics facilities, fostering closer relationships with the doctors.

Innovative Marketing Ideas: Developed new short-term marketing ideas to attract new customers with special discount promotions, optimizing monthly sales.

Corporate Image Development: Created the entire brand identity for ACE Endodontics, including the logo, business cards, flyers, brochures, posters, ads, Facebook and Instagram banners, and dental magazine covers.

Commercial Property Research & Acquisition: Collaborated with brokers to locate and assess real estate opportunities aligned with ACE's growth strategy, evaluating sites based on accessibility, visibility, and long-term value.

New Location Expansion Support: Researched and analyzed market demographics, traffic patterns, and competitor presence to identify high-potential areas for new clinic openings—directly supporting business expansion decisions.

Community Engagement & Referral Growth: Built referral relationships with general dentists and specialists, and coordinated outreach initiatives that enhanced trust in the brand and increased patient referrals.

Patient Experience Optimization: Worked with clinical staff to ensure marketing strategies aligned with an exceptional patient experience, improving retention and online reviews across multiple platforms.

Print & Promotional Campaigns: Created professional print materials including brochures, banners, and referral pads for distribution to local dental offices and community events.

Operational & Administrative Marketing Support: Supported internal operations with marketing tools such as scheduling reminders, branded email templates, and internal communication assets.

JOHN CEBALLOS

Marketing Manager | Digital Media, Design & Corporate Branding Expert

ONLINE RESUME

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EMAIL

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LANGUAGE SKILLS

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Native | SPANISH

PROFESSIONAL EXPERIENCE

ADVERTISING AGENCY

CORPORATE BRANDING & CREATIVE DESIGN MANAGER

JAN 2006 - DEC 2011

5 YEARS

ZIMACOM

HOUSTON, TX

ZIMACOM

Creative & Visual Branding

Directed creative design and branding for over 20 clients, providing professional photography, video production, and editing services. Designed business banners, brochures, flyers, catalogs, and social media graphics, ensuring consistent and impactful brand identity across digital and print channels. Produced promotional videos and photography to enhance client marketing campaigns and visibility.

Digital Marketing & Web Management

Planned and executed digital marketing campaigns, including SEO optimization, Google Ads, email marketing, and social media management. Designed, developed, and maintained more than 10 responsive websites, creating content, updating visuals and copy, and ensuring optimal performance. Delivered analytics and performance reports to improve engagement and ROI.

Graphic Design & Presentation Services

Provided full-service graphic design for print and digital materials, including PowerPoint presentations, brochures, flyers, and marketing collateral. Created 3D renders for trade show booths and designed all visual assets to maintain brand consistency and professional presentation. Oversaw production to guarantee quality and on-time delivery.

Trade Show & Event Marketing

Managed end-to-end trade show logistics, including booth design, 3D renderings, branding graphics, printed materials, and on-site setup. Coordinated with vendors and suppliers to ensure all aspects of trade show participation met brand standards and project deadlines. Designed marketing materials to maximize client presence and engagement at events.

Project Management & Client Success

Led and managed marketing projects for multiple clients simultaneously, developing short-, medium-, and long-term strategies tailored to each client's goals. Built and maintained strong client relationships, ensuring timely delivery, high-quality execution, and measurable results across digital, print, and event campaigns. Oversaw production, vendor coordination, and project budgets for seamless marketing operations.

REFERENCES

FERNANDO MEZA
General Manager

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MARCOS SIERRA
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General Manager

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NICOLAS CORTES
General Manager

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