



# CAMPAIGN PORTFOLIO

**Bernie Griesbach**

A decorative graphic consisting of a grid of small blue dots on the left side of the slide.

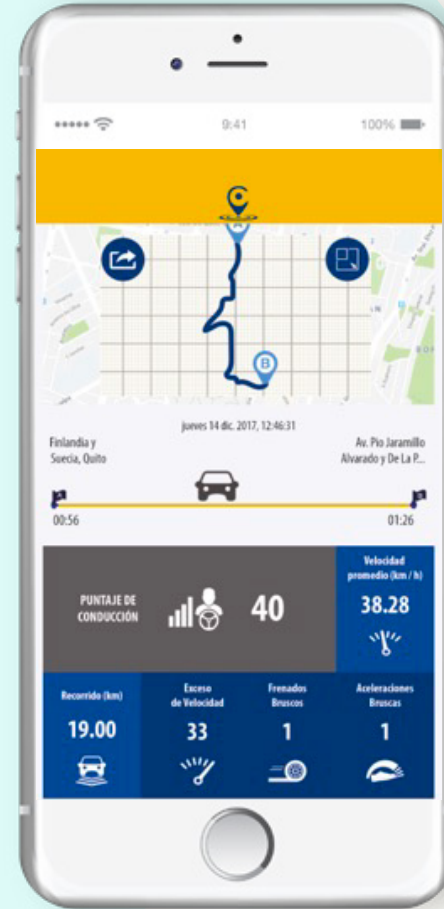
# AUTO CONECTADO

**GFP Group**

A vertical line with small blue dots at both ends, positioned between the GFP Group and Seguros Equinoccial logos.

**SEGUROS  
EQUINOCCIAL**  
TÚ DEDÍCATE A VIVIR





# CAMPAIGN OVERVIEW



## Campaign:

Auto Conectado



## Company:

GFP Group - Seguros Equinoccial



## Markets:

Automotive insurance - LATAM (Colombia, Peru, Ecuador)



## Target Segment:

Young urban drivers seeking affordable, digital-first insurance



## Role:

Chief Marketing Officer, leading a 19-person regional team



## Objective:

Launch a first-of-its-kind IoT-based insurance product across three countries, overcoming regulatory hurdles while empowering drivers to lower premiums based on real driving behavior.



# STRATEGY AND EXECUTION

- 01 • Localized launch across 3 countries, with messaging adapted per market
- 02 • Partnered with IBM Watson for behavioral risk modeling—first LATAM use of this tech
- 03 • Influencer marketing drove trust among young drivers
- 04 • Developed a gamified app and integrated rewards program to build user loyalty
- 05 • Lobbying efforts led to regulatory change, allowing virtual vehicle inspections
- 06 • Oversaw a team of 19 across LATAM; led strategy, media mix, and agency approvals
- 07 • Channels used:
  - Facebook, Instagram, YouTube (influencer + direct)
  - WhatsApp-based referrals
  - Web and mobile app (gamification engine)



# RESULTS AND LEARNINGS



11,000+ qualified leads in 8 weeks

22% drop in acquisition cost through iterative testing and creative tuning

First 100% digital underwriting workflow in the region

Brand loyalty surge post-launch, with users sharing reward milestones

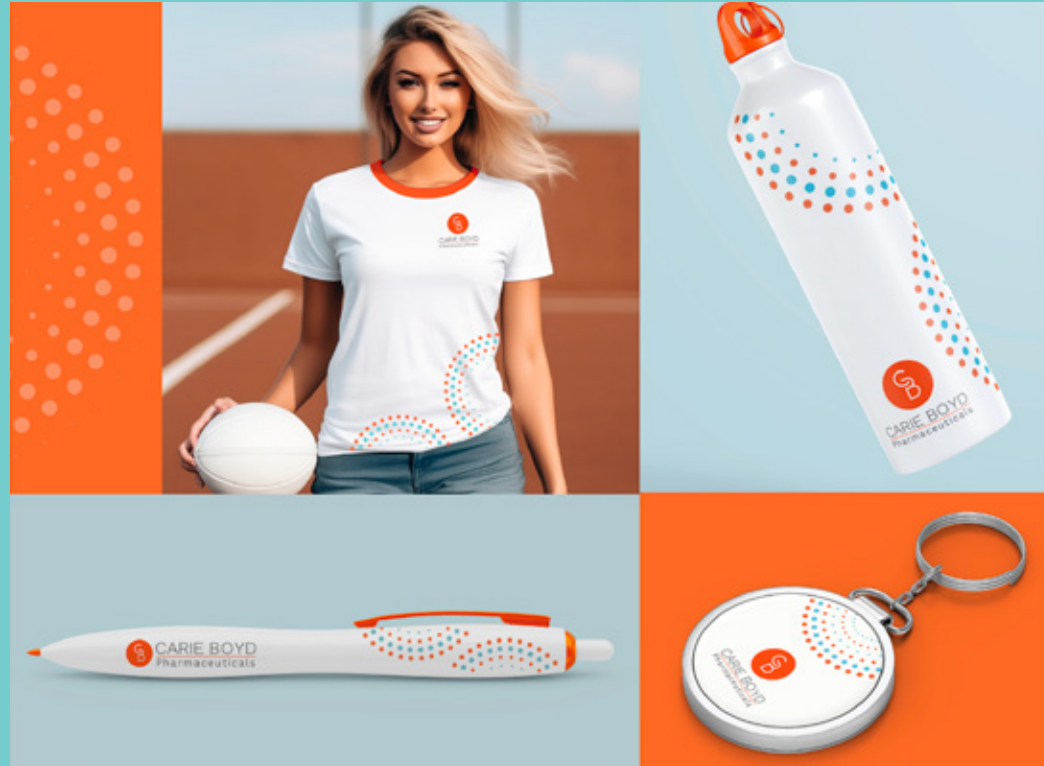
Budget: Mid-range (~ \$350K), adjusted dynamically—reallocated spend from traditional banners to top-performing influencer and referral channels

Why metrics matter: Qualified leads and CAC drop validated the product-market fit and digital UX strategy

GFP Group

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TU DEDICATE A VIVIR





**Company:**

Carie Boyd Pharmaceuticals

**Markets:**

U.S. (multi-state) – Healthcare and Wellness

**Target Segment:**

- B2B: Physicians and clinics
- B2C: Individuals seeking wellness treatments (hair loss, weight loss)

**Role:**

Director of Marketing

**Objective:**

Refresh brand identity, build a modern digital presence, and implement a compliant direct response funnel to increase qualified inbound leads and reduce A/R backlog.

# CAMPAIGN OVERVIEW



# STRATEGY AND EXECUTION

- 01 Rebranded visual identity and tone around premium, efficacy-first positioning
- 02 Rebuilt website with segmented UX for B2B and B2C users
- 03 Introduced e-commerce for providers, reducing A/R
- 04 Created B2C content hubs for hair and weight loss, with Spanish versions
- 05 Implemented Salesforce + Salesloft for lifecycle automation
- 06 Launched direct response campaigns on Facebook and Instagram with compliant visuals
- 07 Channels used: Organic search (SEO-optimized content), Paid social (compliant direct response), Email (Salesloft sequences), E-commerce platform



# RESULTS AND LEARNINGS



- 86% increase in organic traffic in 4 months

- 53% rise in qualified B2C leads, despite compliance constraints

- A/R reduced by 21% via B2B e-commerce

- Bounce rate dropped 28% due to site optimization

- Budget: Lean (\$200K), optimized monthly through Google Analytics + Salesforce insights

- Why metrics matter: Increased conversion and A/R reduction proved success of content strategy and site funnel

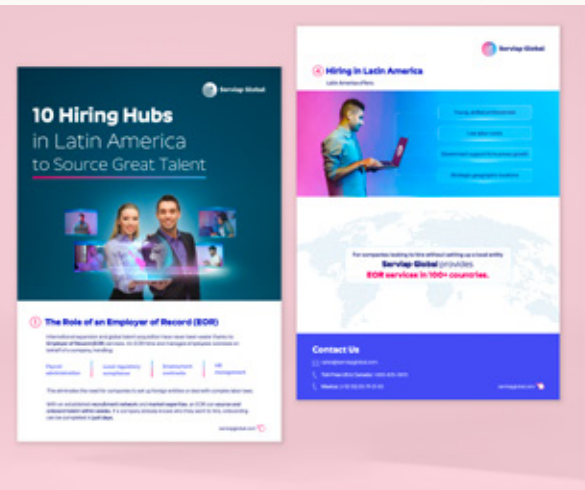
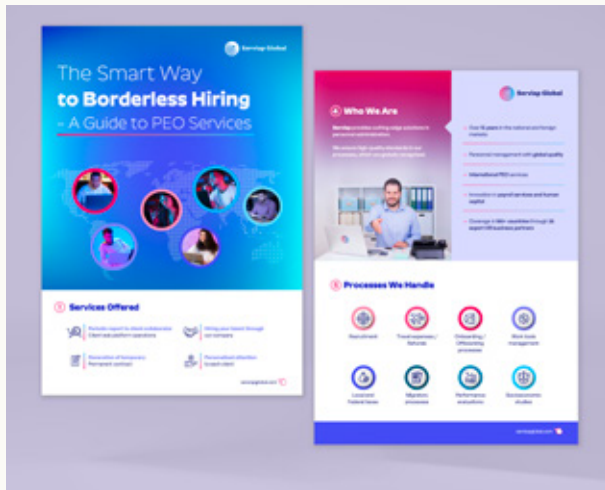
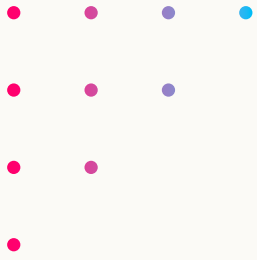
- Personally managed messaging strategy and led design approval. Delegated SEO and compliance workflows to in-house team and agency partner

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**FUNNEL OPTIMIZATION, NEW BRAND  
IDENTITY, NEW WEBSITE AND  
CHINA MARKET ENTRY**



**Serviap Global**



**Company:**

Serviap Global

**Markets:**

Global HR services (EOR, RPO, payroll)

**Target Segment:**

Mid-market companies expanding globally (English, Spanish, Mandarin, Portuguese-speaking regions)

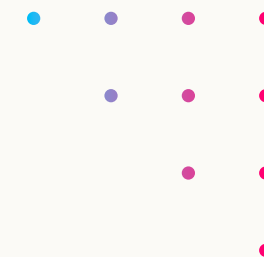
**Role:**

Director of Global Marketing

**Objective:**

Scale international brand visibility and inbound pipeline by improving funnel efficiency, relaunching the brand and website, and entering the China market with localized strategies.

# CAMPAIGN OVERVIEW

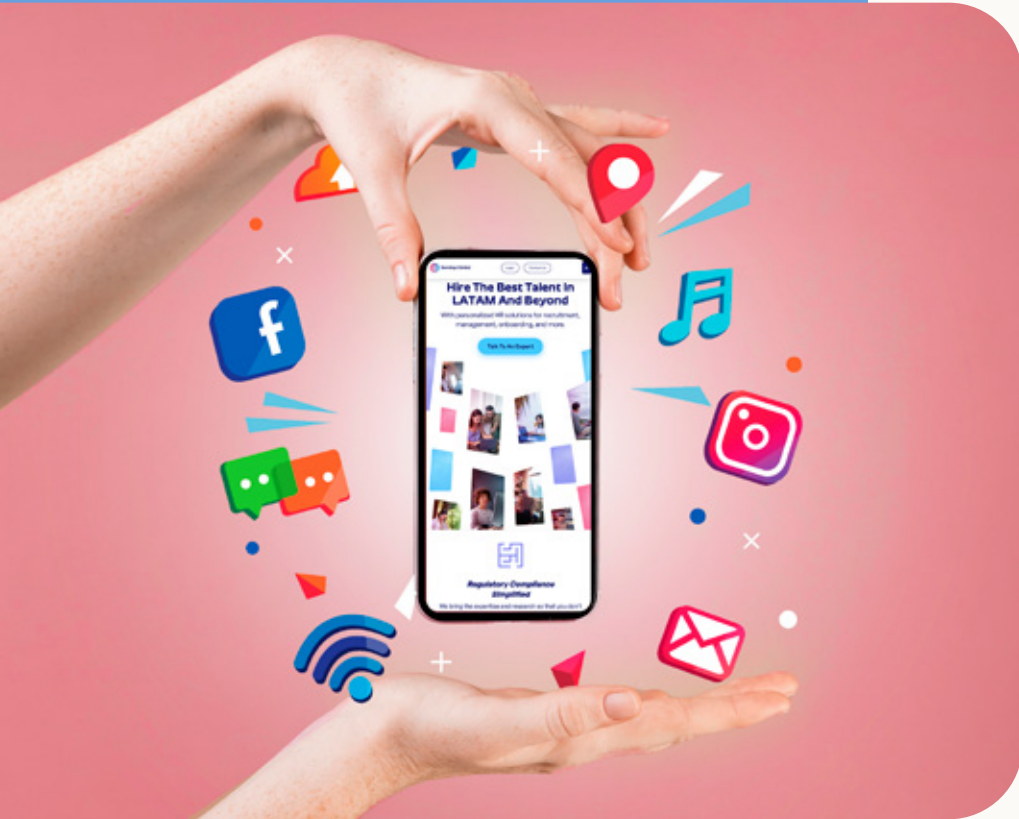


# STRATEGY AND EXECUTION

- 01 Full website rebuild and brand system ("Giorgio")
- 02 Created payroll simulator and benchmarking tools to boost engagement
- 03 Developed and released country hiring guides, whitepapers, and podcasts
- 04 Integrated Airtable + WordPress to automate careers portal updates
- 05 Used AI call listening to align content with real buyer pain points
- 06 Localized China strategy:
  - Mandarin microsite, WeChat account, Baidu SEO
  - Hosted localized webinars, launched China-hosted website
  - Delivered 15+ new clients within launch phase
- 07 Channels used: SEO, LinkedIn ads, Google Ads, podcasts, gated content,



# RESULTS AND LEARNINGS



36% increase in traffic

Reduced CPL and increased funnel velocity

Grew inbound job applicants from 6,000 to 9,000

China became top 5 market by revenue within 6 months

Budget: Strategic tier (~\$300K over 9 months), optimized monthly using HubSpot and user behavior tracking

Why metrics matter: Showed funnel efficiency and success of localization model

Personally led funnel redesign and content map; delegated regional creative and web development

**THANK YOU**