



Edwin Espinosa

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[Personal Website](#)

[Linkedin](#)

Curriculum Vitae

SELECT ACCOMPLISHMENTS

- Created a new revenue stream by identifying, negotiating and closing strategic sponsorships for AngularJobs, generating over \$12,000 in profit.
- Pitched our software product to “C” level campaign managers of: Ben Carson, Rand Paul, Carly Fiorina, Jeb Bush, Rick Perry, Chris Christie, Ted Cruz and Scott Walker.
- Finalist for Justin Kan's apprenticeship, Founder of Twitch (sold to Amazon for \$970M).

EDUCATION

Doctorate of Physical Therapy

2018 - 2021

University of Central Florida (Orlando, Florida)

B.S. Exercise Physiology

2009 - 2014

Florida State University (Tallahassee, Florida)

Blockchain Technologies

2020

MIT Sloan School of Management (Cambridge, MA)

PIC Program of Interdisciplinary Computing

2014

Florida State University (Tallahassee, Florida)

AREAS OF EXPERIENCE

Marketing

- Newsletter Creation
- Content Creation
- SEO

Sales

- Conversion Optimization
- Outbound Sales Systems
- Inbound Email Marketing
- Closing

Customer Service

- FAQ Systems
- Social Media Monitoring
- Outsourcing

Creative Design

- Branding Logos
- Screencasting
- Rapid Prototyping
- Infographics

Social Media

- Social Media Automation
- Influencer Partnerships
- Analysis

Recruiting

- Sourcing Tech Talent
- Resume Building
- Vetting
- Prospecting

PAST PROJECTS

Landing Page

Designed and A/B tested landing page (10.97% conversation rate)

[See Example](#)

Sponsorship

Closed a \$9,000 sponsorship, with a company valued at \$132.7M

[See Example](#)

Prototyping

Designed a software prototype for presidential campaign prospects

[See Example](#)

Media Kit

Crafted a media kit that was used for sponsorships

[See Example](#)

Media Production

Filmed on-boarding & FAQ videos for our software's clients

[See Example](#)

Outsourcing

Managed and created systems for a remote VA team of 5

[See Example](#)

Customer Service

Implemented systems to manage 100,000+ social followers

[See Example](#)

Blogging

Created content for marketing purposes for our software

[See Example](#)

Pitching

Presented at 1 Million cups, an organization of local investors

[See Example](#)

EXPERIENCES

INFORMATION TECHNOLOGY

Napolis Marble (Port Orange, FL)
2013 – 2021

- Created online presence including but not limited to: website, hosting, social media, security credentials and copy writing.
- Setup and managed operational software for accounting, inventory, credentials, security and payment processing.
- Executed SEO strategies to rank on 1st page of google using backlinks, structured data and white hat tactics.
- Setup and managed hardware for operational use in office and for remote work.
- Created graphical design assets for branding, web presence and advertising.

SOCIAL MEDIA CONSULTING

The Cash Based Podcast (Austin, TX) & CashBasedPhysicalTherapy.org (Orlando, FL)
2020 – 2021

- Edited podcast audio for [The Cash Based Podcast](#), which reached 86 countries and 103,422 downloads in 2020.
- Worked with a fully remote social media team, using slack.
- Created landing page for [CashedBasedPhysicalTherapy.org](#), using click funnels.
- Created payment processing, using stripe, and retargeting campaigns, using active campaign, for education courses.
- Provided social media consulting and strategizing for Dr. Jarod Carter, Dr. Ron Miller and others.

GROSS ANATOMY LAB TA

UCF College of Medicine (Orlando, Florida)
2019 – 2020

- Assisted with cadaver dissections for M1 UCF medical students.
- Worked with an interdisciplinary team of physicians to teach anatomy and clinical application of anatomical structures to M1 students.
- Created supplemental materials, videos and graphs, for M1 students to expedite retention of information.
- Systems covered included but not limited to: musculoskeletal, peripheral nervous, central nervous, atrial, venous, cardiovascular, renal, gastrointestinal, forebrain, midbrain, hindbrain and reproductive.

EXPERIENCES

CO-FOUNDER

Angularjobs (Tampa, Florida)
2014 – 2017

- Sourced top talent for Fortune 500 and top tech companies including: Walmart, Viacom, SpaceX, Thumbtack and TEKsystems.
- Created in-house and end-to-end recruiting systems.
- Worked with hiring managers to ensure any active or passive candidates interviewed fit technical and cultural needs.
- Managed niche communities of top talent, used to directly and passively source the best candidates for our clients.
- Used talent market expertise to negotiate strategic partnerships with tech companies, resulting in new revenue streams
- Created promotional assets in video for use in mobile and social platforms.
- Collected customer insights using qualitative research of our landing pages, social media and analytics which helped support business decisions and lead generation.
- Designed and tested landing pages to increase conversion rates using a/b testing, heatmaps and other analytics software.
- Negotiated, closed and maintained relationships with strategic partners, valued over \$105M
- Led customer support team with 100% customer satisfaction for 3yrs
- Hired, onboarded, and managed 5 remote lead generation team members

CO-FOUNDER

Linkplug (Tampa, Florida)
2014 – 2015

- Created and executed strategic business plan for Linkplug's presidential campaign pipeline.
- Managed complex pitches and "C" level selling with presidential campaigns: Carson, Fiorina, Bush, Rand, Rubio, Walker, Huckabee, and Christie.
- Created video onboarding creatives using consumer insight.
- Managed creative marketing campaigns including but not limited to: blog posts, infographics and social media engagement.
- Drove brand awareness at events via speaking engagements and networking methodologies.
- Designed, planned and implemented rapid prototypes for presidential campaigns to generate demand.
- Used proprietary software to source and maintain relationships with active and passive candidates

EXPERIENCES

EXECUTIVE BOARD - GRANTS COORDINATOR

FSU Habitat for Humanity (Tallahassee, Florida)
2012 - 2013

- Researched, applied and closed grants to fund our annual \$40,000 sponsored home.
- Secured +\$20,000 in grants for our sponsored home.
- Acted as Liaison to the Big Bend Habitat for Humanity of Tallahassee for our president and faculty.
- General Executive Board duties:
 - Executive board and general body meetings every Monday
 - Log two hours a week performing office functions
 - Attend one weekly fundraising or recruitment event

STRENGTH & CONDITIONING INTERNSHIP

FSU Football Strength & Conditioning Team (Tallahassee, Florida)
2012 - 2013

- Created pre and post nutrition shakes for athletes, tailored to different player's metabolic goals.
- Assisted coaches in muscle hypertrophy training and skill based neural recruitment training.
- Recorded and tracked key athletic metrics such as: body composition and 1RM for compound exercises.
- Helped with maintenance and sanitation.

EXECUTIVE BOARD - WEBMASTER

FSU Habitat for Humanity (Tallahassee, Florida)
2011 - 2012

- Setup, authenticated and managed email accounts.
- Pushed daily and weekly updates to website and social media accounts.
- Created graphic designs for fundraisers, membership shirts, website and social media accounts.
- Programmed registration, payment and communication technologies as needed.
- General Executive Board duties (aforementioned).

RESEARCH

CAPSTONE PROJECT

UCF College of Health Professions and Science (Orlando, Florida)
2019 - 2021

- The purpose of our study was to investigate the effects of prior imaging on healthcare utilization in a cash based physical therapy (CBPT) setting.
- Our study utilized retrospective data collected from 254 charts of patients who completed their course of care at a CBPT clinic between 2015 and 2019.
- Those individuals that received advanced imaging spent more money on CBPT services than those who did not (\$623.12, $p=0.000$). Furthermore, patients that received x-rays spent more than those who did not (\$503.21, $p=0.000$).
- Our findings support that receiving prior imaging, whether advanced imaging or x-ray, results in increased healthcare utilization, albeit suggests less than insurance clinic averages, despite using CBPT services.

HUMAN PERFORMANCE DATA

FSU College of Human Sciences (Tallahassee, Florida)
2012 - 2013

- Used Microsoft Word, Excel and Powerpoint to log and prepare research data.
- Tested fatigue index, Wingate, using a VeloTron.
- Used a BioDex for isokinetic and isometric power and fatigue index.
- Conducted DEXA scan data analysis for body composition and bone density.
- Recorded data analysis and manipulation used for research papers.
- Worked under Dr. Mike Ormsbee & Dr. Chris Bach
 - View study abstract [Click Here](#)
 - View entire study [Click Here](#)

VOLUNTEERING

UCF MEDPACT FARMER'S CLINIC

2019 - 2021

UCF Medpact farmer's clinic is an interdisciplinary program that established a local presence in collaboration with the Farmworker Association of Florida to provide health clinics to those without health insurance. We provide services in a range of specialties including internal medicine, pediatric, ophthalmology, nephrology, obstetrics/gynecology, dermatology, and physical therapy. Our volunteers include faculty and students from across UCF including medicine, nursing, physical therapy, social work, and counselor education programs as well as the UF College of Pharmacy.

Community Service Hours
30 hours

FSU HABITAT FOR HUMANITY

2011 - 2013

FSU Habitat for Humanity's mission is to bring awareness and impact substandard housing in Tallahassee via events, fundraising and advocacy. Our chapter sponsors one home in Tallahassee every year by fundraising \$40,000. FSU Habitat is the largest student service organization at FSU with +1,000 members. Past presidents are frequently awarded FSU Humanitarian of the Year and recognized by Habitat for Humanity International.

Community Service Hours
1,674 hours

LANGUAGES

English

Proficiency Level: Fluent

Spanish

Proficiency Level: Fluent

TECHNICAL SKILLS

Clickfunnels, Stripe, Active Campaign, MS Office suite, HTML, CSS, Adobe Illustrator, Adobe Photoshop, Wordpress, Unbounce, Mailchimp, Invision, Streak CRM, Buffer, Tweetdeck, Rival IQ, MatterMark, Hellosign, Zapier, SimilarWeb, SumoMe, Clearslide, Screenshare, Google Suite

REFERENCES

Can be provided upon request