

Emilio Yepez

Business Consultant/Strategist & Top Internet Marketer at LHIM Corp

Miami/Fort Lauderdale Area, FL, US

Business Consultant/Strategist & Top Internet Marketer

Biography

Career Bio: Performance driven executive manager with over 16 years of Call Center, Operations, Retail and Internet Marketing experience. In 1996 I started a successful career with (IAC) Inter Active Corp/Interval International. During my 11 year career at IAC I held various responsibilities ranging from Operations, Customers Service to Managerial roles as a Divisional Manager for Hyatt & Marriott Resorts. In 2006 I resigned from IAC and decided to co found ARC Media Consultants where I was Vice President of Operations, Business Development and Internet Marketing. In the winter of 2010 I was recruited by MBF Health Care Partners, a prominent Equity Firm located in Coral Gables, Florida. While at MBF I was tasked with spearheading the strategic planning & web development of Navarro.com, the first Hispanic retail pharmacy ecommerce site on the web. I am President of Lighthouse Internet Media & LHIM Corp. I am currently working & consulting businesses and growing their bottom line anywhere between 15-25% guaranteed. Strengths & Interests: Pay Per Click Marketing Search Engine Optimization Affiliate Marketing Media Buying Email Marketing Social Media Marketing Web Development Strategic Business Planning Developing Business Processes & Systems In depth Marketing Research & Analysis Efficiency Expertise Deductive Logic & Reasoning Risk Assessment & Management Call Center Management & Operations Retail Management Leadership & Development Leadership Theory & Practice Creative Thinking & Problem Solving

Availability

Keynote, Panelist, Workshop, Corporate Training

Industry Expertise

Internet

Areas of Expertise

Internet Marketing, Hispanic Marketing

Affiliations

Business Network International , Affiliate Summit

Sample Talks

Marketing to Hispanics in the US

Target the fastest growing demographic in the US with proven and effective online marketing methods.

Education

Miami Dade Community College
Associates Business

Strayer University
Bachelors Marketing

Accomplishments

Vice President of ARC Media

Term: March 2006-March 01, 2010 In March of 2006 I joined Andy Rodriguez Consulting, located in Miami, Florida. During my time at Andy Rodriguez Consulting I was responsible for a number of different responsibilities which included Internet Marketing Initiatives, Business Development & Affiliate Program Management. As Vice President of Operations and Affiliate Program Management I specifically designed, created and managed various high profile affiliate accounts.

Director of E-Commerce

From March 2010-Jan 2012 I was the Director of Ecommerce for Navarro Discount Pharmacy, a 300 Million Dollar discount retailer located in Miami, Florida. In March of 2010, I was recruited by MBF Health Care Partners, a prominent equity firm with a business portfolio estimated at 1.2 Billion Dollars located in Coral Gables, Florida. I was hired to conduct a (4) four month feasibility study to determine whether a subsidiary of MBF Health Care Partners could successfully enter and compete in the o

Testimonials

Anne Fagnano

I have worked with Emilio in the marketing field for quite a few years! Emilio is always friendly, professional, and helpful to those he works with and I hold him in high regard both for his dedication to his career, and to his family as well. He is truly and exceptional person and I would recommend him for any endeavor he desires.

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