Bryan Esguerra

Founder, Zilla Digital Marketing & AI Zilla Automation · Former Google Ads Specialist (Google, via TTEC)
bryanesguerra.com/press

Short bio

Computer engineer by education. Digital marketer by profession. Ex-Googler by occupation. Pilot by hobby. Jiu-jitsu competitor in world tournaments.

Bryan Esguerra is a Nagoya-based paid media marketer and the founder of Zilla Digital Marketing and AI Zilla Automation, serving US and Australian brands. At Google he supported campaigns for DoorDash, The Walking Dead and Fox News. Today he runs paid media and builds CRM automation in n8n, GoHighLevel and Zapier.

Key facts

- Based in Nagoya, Japan. Works US business hours.
- Outside work: pilot by hobby, and a jiu-jitsu competitor in world tournaments.
- Founder and owner, Zilla Digital Marketing (since 2024) and AI Zilla Automation.
- Google Ads Specialist at Google (via TTEC), 2020–21. Supported campaigns for DoorDash, The Walking Dead and Fox News.
- Senior Media Buyer and Automations Engineer, Giant Partners (California), 2021–26. A separate, past role.
- Earlier: Authority Solutions (Houston), 2017–20; Coalition Technologies (Los Angeles), 2016–17.
- 10 years of paid media and growth work for US companies. 9 Google certifications.
- Selected result: Goodspace Google Ads, Nov 2022 – Oct 2026: A$184,065 spend and 1,929 conversions `(platform-reported)`.

Services

- Paid media on Google, Meta, TikTok, LinkedIn and Microsoft Ads
- Tracking you can trust: GA4, Google Tag Manager, Meta CAPI, cross-domain tracking
- Marketing automation and CRM systems in n8n, GoHighLevel and Zapier
- Paid 1:1 strategy hours

Approved names

- **Bryan Esguerra**
- **Zilla Digital Marketing** — zilladigitalmarketing.com
- **AI Zilla Automation**
- When describing his Google work, please use: "supported campaigns for DoorDash, The Walking Dead and Fox News at Google (via TTEC)."

Contact

Press and speaking: bryan@bryanesguerra.com

Book a 1:1 strategy hour