

# ROMARIO MARTIN, MBA

(813) 420-3101 | romario@romariomartin.com | romariomartin.com | linkedin.com/in/romario-martin

## SENIOR DIGITAL MARKETING STRATEGIST

I hold an MBA in Marketing from Rider University and am a certified, data-driven Digital Marketing Strategist with over 5 years of experience in the digital marketing space. I specialize in pay-per-click marketing, with a focus on paid search marketing, for both B2B and B2C companies. In addition to my pay-per-click experience, I have extensive experience with search engine optimization (SEO), conversion rate optimization (CRO), content marketing, and WordPress. Proven ability to deliver highly effective, measurable strategies to drive revenue growth as well as increase brand awareness and reputation across all channels.

### SUMMARY OF QUALIFICATIONS

- Strong working knowledge of paid search (Google, Bing, and Yahoo), paid social (LinkedIn and YouTube), and SEO (On-Page, Off-Page, and Technical SEO).
- Solid understanding of search engine ranking factors, algorithms, and principles.
- Excellent working knowledge of Google Analytics, HTML, CSS, WordPress, Excel, SEO tools (such as Sitebulb, Ahrefs, and etc.), and PPC tools (such as SEMRush, SpyFu, and etc.).
- Good organization and prioritization skills, and ability to manage several projects simultaneously, while meeting strict deadlines.
- Strong analytical/critical thinking and problem-solving skills with extreme attention to detail.

### PROFESSIONAL EXPERIENCE

#### Romario Martin Internet Marketing (Freelance)

Remote

Digital Marketing Strategist

May 2015 – Present

- Work directly with clients to develop lead and demand generation campaigns via pay-per-click marketing and search engine optimization.
- Develop, execute, and monitor paid marketing efforts for multiple clients, including but not limited to account setup, implementation of strategies, daily bidding, and monthly budget management.
- Oversee and manage organic and/or paid marketing efforts while managing up to \$15k per month in paid advertising spend.
- Develop and implement search engine optimization strategies to improve a website's overall ranking for the major search engines.
- **Notable Achievements:**
  - Worked with contractors to redesign a client's website for higher conversion rates and better (UX) user experience.
  - Reduced client's cost-per-acquisition by up to 25% while increasing CTR and conversions.
  - Reduced cost-per-conversion for remarketing campaigns by more than 50% through the use of Target and Bid RLSA Campaigns.

#### Foleon

Brooklyn, NY

Paid Advertising Specialist

June 2019 – March 2020

- Develop, execute, and monitor paid marketing for the United States and Canadian markets, including but not limited to account setup, implementation of strategies, daily bidding, and monthly budget management (up to \$100k monthly spend).
- Main focus was on paid search (Google Ads & Microsoft Ads), but also took ownership of LinkedIn Ads and performed monthly SEO and content audits.
- Work with Product and Compliance team to ensure all paid advertising campaigns and outside agencies to create and make changes to landing pages for paid advertising.
- Write paid search copy, ensuring Brand guidelines are met, for new ads and continually test and optimize existing ads.
- Analyze and use data to create testing hypotheses, make informed decisions across all dimensions of the accounts, and make recommendations to the marketing & development teams.
- Worked with contract professionals and freelancers on a project-to-project basis.

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## Momentum Solar

Senior SEO/SEM Specialist

SEO/SEM Specialist

South Plainfield, NJ

January 2019 – June 2019

April 2018 – December 2018

- Develop, execute and manage Momentum Solar and affiliate companies' SEO and SEM strategies to improve conversion, drive traffic and ensure the company's ROI goals are met.
- Worked with outside agencies and managed paid search campaigns including keyword optimization and expansion, bid/budget management (up to \$150k in monthly spend), ad copy creation, a/b testing, and landing page development.
- Recommend changes to website architecture, content, internal linking, and other factors to improve SEO positions for target keywords.
- Tracked and managed the performance of SEO and SEM efforts utilizing tools such as Google Analytics, Google Ads, Google Search Console, Ahrefs, SEMrush and etc.
- **Notable Achievements:**
  - Worked with developers, designers and copywriters to redesign the website for higher conversion rates and better (UX) user experience, and generated over 30k visitors a month.
  - Improved organic goal conversion rate on websites by up to 95%.
  - Increased awareness and organic lead generation through SEO to reduce PPC spend on branded keywords.

## I'm From The Future

SEO Analyst

SEO Apprentice

Philadelphia, PA

April 2017 – December 2017

January 2017 – March 2017

- Developed, executed and managed SEO and search strategies for all agency clients as needed.
- Tracked and managed the performance of search engine optimization efforts.
- Ensured client websites abided by SEO best practices to increase organic traffic and meet/exceed KPIs.
- Performed in-depth website audits and analysis in order to identify issues and establish SEO strategies.
- Created and maintained meaningful client-facing live monthly reports and dashboards.
- Managed and trained a team of Prospectors and SEO Interns to assure the delivery of quality SEO content and projects. In addition to managing a team of freelancers on a project-to-project basis.

## Cox Fitness

Digital Marketing Intern

Clermont, FL

June 2014 – August 2014

- Worked directly with the former-business owner to manage and optimize the Google Ads account.
- Used analytics to assess visitor behavior and made adjustments to paid search and organic search campaigns.
- Created targeted landing pages and drove traffic via paid search and social media. And then created email follow-ups to drive traffic to customer's offers.

## EDUCATION

### Rider University

Master of Business Administration (MBA)

GPA: 3.8/4.0

Graduated December 2018

### University of South Florida

Bachelor of Science in Marketing

Graduated August 2015

## CERTIFICATION

Google Ads Certified (Search, Display, Video, Shopping, Measurement), Google Analytics Certified, HubSpot Certified (Content & Inbound Marketing), Drift Conversational Marketing Certified