

ROMARIO MARTIN, MBA

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DIGITAL MARKETING MANAGER

Certified, data-driven Digital Marketing Manager and PPC Consultant with over 5 years of experience in the digital marketing space, managing over \$3.5 million in advertising spend for B2B & B2C companies in highly competitive markets. I specialize in paid search marketing and Facebook advertising for service-based companies. In addition, I have hands-on experience in search engine optimization (SEO), data analytics, content marketing, conversion rate optimization (CRO), and WordPress; with proven ability to deliver highly effective, measurable digital marketing strategies to drive growth, increase qualified leads, and improve ROI from all channels.

SUMMARY OF QUALIFICATIONS

- Strong working knowledge of paid search (Google, Bing, and Yahoo), paid social (Facebook, 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, Shopify, 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

Kingpin Communications

Remote

Senior PPC Manager

August 2020 – Present

- Oversee and manage a paid advertising portfolio of 10-20 B2B accounts with an annual budget of over \$3.5 million; monthly budgets range from \$5K to \$300K.
- Hire, train, and manage two PPC Associates and help to create Standard Operating Procedures for PPC team.
- Manage Google Ads, Microsoft Advertising (Bing), Search Ads 360, and other PPC platforms for a variety of B2B clients with multiple lines of business in highly competitive markets.
- Oversee and create global paid search strategies for each Client while ensuring their KPIs are met. Lead keyword research, copywriting and A/B testing based on client demands.
- Create in-depth reports using Google Ads built-in report tool, data studio, and advanced Excel functions, such as VLOOKUP and pivot tables, to present client performances and optimization options.

Romario Martin Digital Marketing (Freelance)

Remote

Digital Marketing Consultant

May 2015 – Present

- Develop and implement search marketing and lead generation campaigns using PPC and SEO.
- Develop, execute, and monitor paid marketing campaigns for multiple clients, including but not limited to account setup, implementation of strategies, daily bidding, and monthly budget management.
- Oversee and manage search engine marketing efforts while managing up to \$15k per month in advertising spend.
- Develop and implement SEO 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 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.

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Brooklyn, NY

Paid Advertising Specialist

June 2019 – March 2020

- Developed, executed, and monitored paid marketing for the United States and Canadian markets.
- Main focus was on paid search (Google Ads & Microsoft Ads), but also took ownership of LinkedIn Ads and performed monthly SEO and content audits.
- Wrote ad copy, ensuring brand guidelines were met and continually a/b tested and optimized ads.
- Analyzed and use data to create testing hypotheses, make informed decisions across all dimensions of the accounts, and make recommendations to the marketing & development teams.

Momentum Solar

South Plainfield, NJ

Senior SEO/SEM Specialist

January 2019 – June 2019

SEO/SEM Specialist

April 2018 – December 2018

- Developed, executed and managed 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.
- Recommended 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%.

I'm From The Future

Philadelphia, PA

SEO Analyst

April 2017 – December 2017

SEO Apprentice

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.
- 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.

EDUCATION

Rider University

Graduated December 2018

Master of Business Administration (MBA)

GPA: 3.8/4.0

University of South Florida

Graduated August 2015

Bachelor of Science in Marketing

CERTIFICATION

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