



JOHN MARRUFFO

DIGITAL MARKETING SPECIALIST

- Seven Plus Years Digital Marketing for Business to Business and Consumer to Business for Services and Ecommerce (online Retail and products).
- Copywriting Skills, Display Advertising, Email Marketing, Sales Funnels.
- Digital Marketing: Online Sales, Sales Funnels, Conversions, SEO, SEM, PPC.
- Website Management (WordPress), Website Optimization.
- Basic HTML, Graphic Design, Budgeting.
- Familiar with operating systems like Microsoft, Linux OS, Apple OS.

CONTACT

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✉ drjohn8280@gmail.com

EDUCATION

BACHELOR OF SCIENCE

Biological Sciences

Major: Biology, Minor Chemistry

University of North Texas

(Denton, Texas)

2001

CERTIFICATIONS

- Microsoft: IC3 Certification 2010, Server 2003, Word 2007, Excel 2010, PowerPoint 2007, Learning platform 2008, Bing Ads 2017
- Google: AdWords Certified 2017, Analytics 2017, YouTube 2017
- Ubuntu 2010 version 10 LTS
- Facebook: Basic Ads management to Advance

PUBLICATIONS

- "Health and Wellness Center of Atlanta"
Revised and edited the internet edition 2006-2007
- CitySkateProject.com
(2010-Present)
blog.cityskateproject.com
Culture magazine for
cityskateproject.com (2011)

WORK EXPERIENCE

DIRECTOR OF ONLINE MARKETING (CONTRACT)

Feb 2019 – Jan 2020

Bandwear.com

Digital Marketing: Online sales, Conversions, SEO, SEM, PPC, Keyword planning and placement. Online Strategy with Social Media, Facebook ads, Google Ads, Analytics, SEMrush, Moz, Email marketing, Ecommerce, Entertainment marketing (music).

PROJECT MANAGER FOR ONLINE MARKETING

2016 – 2019

Grace-Counseling.com

Digital Marketing, Sales funnels, Conversions, SEO, SEM, PPC, Keyword planning and placement. Online Strategy with Social Media FB ads, Google Ads, Analytics, Event Marketing, Lead generation, Healthcare Marketing for Mental Health services.

OWNER OPERATOR/ CONSULTANT / CONTRACTOR

2011 – 2020

CSP Health Care IT

Responsibilities include set up to implementation and training. Strong supervisory, organizational and management skills for healthcare settings and other industries.

Digital Marketing: Online sales, Conversions, SEO, SEM, PPC, B2B Online Strategy with Social Media, Content creation, Facebook ads, Google Ads, Google Analytics, SEMrush, Moz, Constant contact, MailChimp, SegunoMail, Drip.

- Social Media: Facebook, Instagram, Twitter, Pinterest, YouTube.
- Website Management: WordPress, Squarespace, Shopify.
- Ecommerce Management: Shopify, Squarespace, Amazon, Ebay.

OWNER OPERATOR

2010 – Present

City Skate Project

Digital Marketing, Sales, Conversions, SEO, SEM, PPC, Online Strategy with Social Media FB ads, Google Ads, Analytics. Event Coordinator for local skateboard events, demos, & more. Manufacture: T-shirts for events and other shops.

OWNER OPERATOR

2012 – Present

CSP Media

- Graphic design (limited)
- Pre-print art work for T-shirt printing and flyers
- Logo designs
- Outsourcing of design work.