

I'm JOHN MARRUFFO.

DIGITAL MARKETING SPECIALIST



About Me

- ✓ 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 Details

2243 Greenview, Carrollton, TX 75010

House : 2142679281

Cell : 6783586674

drjohn8280@gmail.com

EDUCATION

BACHELOR OF SCIENCE

- **University of North Texas - 2001**
 - BACHELOR Of SCIENCE
 - Major: Biology and Minor: Chemnistry
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WORK

DIRECTOR OF ONLINE MARKETING (CONTRACT)

- **Bandwear.com - Feb 2019 to Jan 2020**
- Digital Marketing: Online Sales, Conversions, SEO, SEM, PPC, Keywords planning and placement. Online Strategy with Social Media, Facebook ads, Google Ads, Analytics, SEMrush, Moz, Email Marketing, Entertainment marketing and many more.

PROJECT MANAGER FOR ONLINE MARKETING

- **Grace-Counseling.com - 2016 to 2019**

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

- **CSP Health Care IT - 2011 to 2020**

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.

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

OWNER OPERATOR

- **City Skate Project - 2010 to present**

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

- **CSP Media - 2012 to present**

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

SKILLS

PHYTHON



HTML/CSS



MYSQL



JAVASCRIPT



JAVA



MONGO DB



EXPRESS.JS



REACT.JS AND NODE.JS,



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)

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