



# Ben Fishbein

## Digital Marketing Specialist

### Contact Information

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### Skills

- Digital Marketing Strategy
- Paid Media & Paid Search Advertising
- Search Engine Optimization (SEO)
- Content Marketing
- Conversion Rate Optimization (CRO)
- Website Build & Design

### Education

Wilfrid Laurier University  
Bachelor of Business Administration  
Co-op Option

### Certifications

- Google Ads: Search, Display & Mobile Certifications
- Google Analytics: Individual Certification

### About Me

Dedicated Digital Marketing Specialist with experience developing & executing growth strategies for a variety of unique businesses. Passionate about using paid media & paid search advertising, search engine optimization (SEO) and content marketing to acquire & nurture high-value business leads. Always researching the latest digital trends & ideas to further improve upon my digital skillset.

### Professional Experience

#### Performance Marketing Manager | Comwave Networks October 2021-Present

Key responsibilities:

- Manage the digital advertising performance of Comwave Business and Residential, overseeing a six-figure monthly budget that uses Google Ads, Facebook Ads and display ads to drive online traffic and generate phone calls & online purchases.
- Execute the SEO strategy for Comwave Residential, using location-based content and monthly blogs to improve the search ranking of over 90 search terms.
- Design and develop and optimize key website service pages across the Comwave Business & Residential websites on WordPress using the Elementor page builder.
- Create the structure and content for Comwave Business promotional brochures and flyers, and marketing emails and newsletters.

#### Account Manager | TechWyse Internet Marketing May 2019-October 2021

Key responsibilities:

- Managed the client relationship and executed the online strategy of 25-30 small business clients across their website, Google Search & social media.
- Oversaw clients' off-page SEO promotion, on-page SEO website optimization, Google Ads & Facebook Ads campaigns and online content marketing activities.
- Provided digital performance analysis and recommendations using Google Search Console & Google Analytics performance data and Ahrefs & SEMRush insights.

#### Marketing Coordinator | TechWyse Internet Marketing October 2018-May 2019

Key responsibilities:

- Compiled detailed online performance metrics across Google Analytics, Google Ads, Ahrefs, SEMRush and AdLuge CRM for cross-department reporting and use.
- Prepared detailed client meeting notes, recommendations and action items for client and Account Manager use and follow-up.