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# JONDISARUFINO

DATA ENTHUSIAST AND SENIOR DIGITAL MARKETER

## Profile

Proficient digital marketer and skilled data enthusiast, certified in Data Analytics from Vanderbilt University, with an extensive professional history in search engine optimization (SEO). Advanced experience working in Excel, VBA scripts, writing Python, and providing data analysis for profitable marketing strategies. Strongly believes in maintaining open communications and enabling relationships with colleagues and clients. Enjoys educating others and discovering new insights through problem-solving and data storytelling.

## Technical Skills

### Data Management:

★★★★☆

Advanced Excel & VBA, Python, Pandas, NumPy, SQL, JSON

### Data Visualization:

★★★★☆

Tableau, Power BI, Looker, Google Data Studio, Matplotlib, Plotly

### Web Analytics:

★★★★☆

Google Analytics, Search Console, Google Ads, Google Trends

### Microsoft Office:

★★★★☆

Excel, Word, PowerPoint, Outlook, Google Sheets, Docs, Slides

### SEO Analytics:

★★★★☆

Ahrefs, Moz, SEMrush, seoClarity, Screaming Frog, Keyword Planner

### Creative Design:

★★★★☆

Adobe Photoshop, InDesign, Illustrator, Acrobat

## Projects and Accomplishments

### Project “Energy Production Analysis”

- Using Python, imported 4 years of weather data from CSV to a DataFrame with the Pandas Library to run additional calculations and data binning.
- Produced data models and insights with Matplotlib to illustrate the correlation of weather and energy production.

### Project “Genesis”

- Managed a content sprint over 3 months to optimize 300 existing blog posts and 300 new help pages.
- Boosted web traffic overall by 28% year over year and added over an additional 50,000 new sessions.

### Project “Values”

- Created a relational database between website traffic (Google Analytics) and customer conversions (Salesforce) to identify key webpages that drove the most traffic with the most revenue.
- Established what content types yielded the highest CTR and ROI to guide the marketing strategy and data-backed decision making.

*Education & Experience on Page 2*

## Education

### Business Management

#### **Bachelor of Science: Business Administration**

Dual concentrations in Business Management & Business Marketing



SONOMA STATE UNIVERSITY  
Rohnert Park, CA

### Data Analytics

#### **Certification: Data Analytics Boot Camp**

Curriculum covering advanced Excel, statistics, Python, SQL, data cleaning, data visualization & more.



VANDERBILT UNIVERSITY  
Nashville, TN

## Experience

### Senior SEO Manager

#### **Senior Consultant and reporting manager of all essential SEO tactics.**

Jan 2020 — Present  
JUMPCREW  
Nashville, TN

- Consulted clients in unique industries and verticals including B2B, B2C, Ecommerce, SaaS, Healthcare, and more.
- Presented SEO data, strategy, and website analytics to key company stakeholders to deliver insights and track project goals.
- Audited websites frequently to identify site performance opportunities, technical on-page optimizations, keyword-enriched content strategies, industry best practices, and more.

### Senior SEO Specialist

#### **SaaS analyst, website ROI optimization & expert in competitive SEO research.**

Dec 2018 — Oct 2019  
CAMPAIGN MONITOR  
Nashville, TN

- Performed data analysis for site traffic and customer conversion data (Looker, GA, Excel).
- Audited quality of consumer interests and keyword optimization strategy for website content.
- Served as Technical SEO advisor for content including meta data information, internal/external link structure, redirects, and more.
- Led ongoing cross-departmental initiatives as SEO project manager.

### [Contracted] – Content Optimization Specialist II

#### **SEO analyst & data manager for technical website audits.**

Jul 2018 — Dec 2018  
HCA HEALTHCARE  
Nashville, TN

- Researcher of consumer behavior and medical industry keywords.
- Conductor of website content analysis, aligning optimization strategy with company style guide and industry best practices.
- Built a myriad of internal tools to manage data and optimize workflow with pivot tables and graphs.

### Senior Marketing Specialist

#### **Digital marketing leader and SEO guru.**

Dec 2014 — Apr 2018  
ETNA INTERACTIVE  
San Luis Obispo, CA

- Department lead for tactical link acquisition (building) strategies for client-driven KPIs.
- SEO and digital marketer (organic, local, and pay-per-click specialist).
- Comprehensive marketing strategist leveraging competitor analysis, outlined business goals.
- Representative & partnership advisor for external marketing relations.