

João Cunha

joaocudgm@gmail.com <http://joaocun.com>
<https://www.linkedin.com/joaomguelc>

SUMMARY

With a background in software development and an early passion for game development, I transitioned into digital marketing, focusing on SEO and PPC. Leveraging my web development skills, I have successfully helped a freelance client improve lead generation, enhance online visibility, and maximize ROI. I thrive on transforming businesses in digital landscape while assisting them achieve their full potential through strategic marketing.

EXPERIENCE

Wellington Limousine - NY

Marketing Strategist | PPC Strategist | Web Developer (Freelance)

Jan 16 2024 - Present

- Built new Google Ads Campaigns utilizing proper account structure and best practices. Implemented proper organization of ad groups, proper keyword match types, negative keywords, device segmentation and ad extensions.
- Managed a Google Ads account to meet specific short term optimization goals and KPI's.
- Implemented proper Google Ads Account structure increased relevant traffic through keyword analysis and optimization.
- Used Google Analytics to assess visitor behavior and make adjustments to paid campaigns and organic search strategies.
- Developed an SEO-optimized website by conducting competitive keyword research to identify rankable terms, discover long-tail keywords, and uncover new opportunities.
- Improved ad visibility by creating audience bid adjustments to increase mobile audience.
- Conducted an SEO audit to identify areas for website improvement.
- Sampled Google Ads structure via Excel.
- Optimized Landing Pages and created more pages to improve content relevancy and Ad Quality Score.
- Optimized Google Ads scheduling to reduce spend and to run on best performing days.
- Work with analytics to determine spend pacing and budget management to ensure sustainable growth.
- Enhanced internal linking to improve site performance and search visibility.

NordStrom Rack - NY

Floor Support Associate - (Shoe Department)

April 11 2024 - Present

- Supervise the shoe department & assist in maintaining a clean department.
- Ensure customer inquiries are being dealt with while providing a good shopping experience.
- Monitor the backroom inventory & maintain a clean and organized stock room.

TOOLS USED

Screaming Frog
Google Ads Editor
Google Keyword Planner
Google Search Console
Google Tag Manager
Google Tag Assistant
Google Analytics
Google Ads Dashboard
Spyfu
PageSpeed Insights
MOZ Link Explorer
Clarity.Microsoft
Looker.studio

EDUCATION

Bramson ORT College - Queens, NY

Game Design and Programming

Nassau BOCES Joseph M. Barry Career & Technical Education Center

Building Maintenance