

Michael Ramuta

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Objective

Seeking a challenging position in digital marketing that will utilize my problem-solving skills, creativity, communication skills, and writing skills

Relevant Work Experience

Working Planet Marketing Group, *Account Manager*

August 2013 – Present

- Effectively manage PPC campaigns for multiple accounts for a wide variety of products and services
- Work towards customer objectives by writing ad copy, expanding advertising campaigns, and repricing keywords
- Utilize multiple search engines including Google Adwords, Bing Ads, Facebook Ads, AdRoll, and LinkedIn to expand relevant audience size
- Source ideas for and enact many A/B split tests on landing pages to optimize conversion rate, and on ad copy to maximize CTR
- Track account performance and give recommendations through a variety reports and analysis
- Conduct thorough keyword research to extend the reach of advertising campaigns
- Set daily budget allocation to optimize CPL, increase conversions and profitability, or meet other client-specific goals

Skills

Google Adwords Certified, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Bing Ads, and Mathematica

Education

University of Wisconsin-Madison Bachelor of Arts, May 2013

Major: Astronomy-Physics **Certificates:** Mathematics, Physics **GPA:** 3.2

Research & Awards

“Structure and Behavior of AWM and MKW Clusters”

May 2011 – August 2013

- Research presented at the **Wisconsin Space Conference** in August 2011 & 2012 as well as the UW Undergraduate Symposium in April 2013.

Wisconsin Space Grant Consortium Undergraduate Research Scholarship

June 2011, June 2012

Other Work & Campus Involvement

The Madison Misnomer (Campus Satirical Newspaper), *Contributor*

October 2012 – Present

Eco Pedicab, *Pedicab Operator*

April 2014 – July 2014

Team Trivia of Wisconsin, *Trivia Host*

June 2012 – August 2013

Astrophysical Society of UW-Madison, *Co-founder and President*
2013

August 2012 – August

- Organized and participated in astronomy-related activities to garner interest in the University of Wisconsin-Madison Astronomy Department

“Pledged To Murder” (Play), *Cowriter*

July 2013

Universe in the Park, *Host/Telescope Operator*

June 2012 - August 2012

References available upon request