

Mitchell Mondro

Marketing Specialist | Freelance Web Developer – Boston, MA

Portfolio: <https://mitch-mondro-portfolio.vercel.app/> • <https://github.com/mmondro>

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SKILLS / INTERESTS

Programming Languages/Frameworks: Javascript ES6, Python, HTML, CSS, SQL, Tailwind, Solidity, React, Next.js

Analytics Applications: Google Analytics, Google Ad Words, Optimizely, SEMrush, HubSpot

Design Applications: Adobe: Illustrator, Photoshop, Premiere, Figma, Wordpress, Webflow, Canva, Midjourney (AI text-to-image)

Other Technical Skills: Microsoft Excel and PowerPoint, Survey Monkey, Alchemer

Interests: Baseball, Golf, Music Production, Travel, NFTs, Crypto, Writing, Powerlifting

WORK EXPERIENCE

Coghlin Companies, Westborough, MA

May 2019 - Present

Marketing Specialist

- Executed ABM marketing campaigns dedicated to heightened branding awareness, cultivating leads, and enhancing partner relationships
- Increased online awareness and branding by utilizing Search Engine Optimization (SEO) and Search Engine Marketing (SEM)
- Analyzed web and campaign metrics for continuous improvement via Google Analytics, Tableau, and Power BI
- Strategized, developed, and managed paid digital marketing campaigns across Google Adwords, Instagram, and Facebook
- Performed rigorous A/B testing, which improved the conversion rate of marketing landing pages by 150%
- Automated marketing KPI reporting using Google Analytics, Google Sheets, and Tableau, saving roughly 6 hours of manual work each week
- Managed an intern to assist on the development of a LinkedIn campaign, resulting in a dozen new leads.

Dapper Bros Design, Boston, MA

Sep 2022 - Present

Freelancer

- Developed an iterative process to build high quality websites that leave a strong first impression and build trust
- Utilized technologies and tools such as HTML, CSS, JavaScript, Node, React to develop websites
- Built websites for non-technical businesses, including design, copy writing, development, and deployment

Dassault Systèmes, Waltham, MA

Summer 2018

Brand Offer Marketing Intern

- Helped create and promote 2 webinars and 3 white papers for inbound and outbound marketing campaigns
- Wrote 10 emails and 5 landing pages for webinars and white papers
- Produced 5 infographics and 2 listicles to feature brand product benefits, resulting in a 15% increase in website engagement
- Developed a dashboard to present analytics findings, increasing visibility into customer journey data

PROJECTS

Clark Ureka Challenge: Sapeince News (Machine Learning)

Nov 2019 - Mar 2020

Led a team of three students from Worcester Polytechnic Institute to win \$500 in a Shark Tank-like competition at Clark. Built and pitched a web application using technologies such as Python, JavaScript with a 90% accuracy rate. Developed the front end of the application and presentation, and assisted with training data collection. Collaborated with Jason Feifer, Editor in Chief of Entrepreneur Magazine and Clark Alumnus, to develop monetization strategies and perfect the pitch.

Ecommerce Website: Experiment Music

Nov 2020 - Mar 2022

Built and managed an ecommerce website called "Experiment Music" on the Shopify platform, leveraging an audience of 6,500 YouTube subscribers to drive traffic. Achieved an average of 1,500 monthly visitors, an average order value of \$20, and an average of \$100 in monthly sales. Employed A/B and multivariate testing methods to improve user experience and increase conversions.

Facebook/ Instagram Ad Campaign: Triply

Oct 2022

For a client, I tested the viability of a new travel application with a Facebook/ Instagram ad campaign. Generated 160,000 impressions, 630 link clicks, and an average cost per click of \$0.91 with a budget of \$500. Captured 25 email addresses of potential users for the application launch.

EDUCATION

Udemy

Nov 2022

The Complete 2023 Web Development Bootcamp

Built Projects using HTML, CSS, Javascript, Node, React, MongoDB, Web3 and DApps

Clark University, Worcester, MA

Master of Business Administration (concentration: Information Management and Business Analytics)

Sep 2019 – May 2020

Bachelor of Arts, Management (Varsity Baseball) Sep 2019 – May 2020