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, enhancing partner relationships, and increasing sales efforts and overall profitability
- Increased online awareness and branding by utilizing Search Engine Optimization (SEO) and Search Engine Marketing (SEM) through balanced creation of PR's, blogs, videos, and newsletters
- Analyzed web and campaign metrics for continuous improvement via Google Analytics
- Strategized, developed, and managed paid digital marketing across Google Adwords, Instagram, and Facebook with a monthly budget of $5,000 resulting in multiple qualified leads a month
- Performed rigorous A/B testing, which improved the conversion rate of marketing landing pages by 150%
- Automated marketing KPI reporting using Google Analytics and Google Sheets, saving roughly 6 hours of manual work each week

Dapper Bros Design, Boston, MA — Sep 2022 - Present
Freelancer
- Help non-technical businesses launch a fully functional website that is easy to update and maintain. I have developed an iterative process to build high quality websites that leave a strong first impression and build trust.
- Handle Design, Copy Writing, Development, and Deployment

Dassault Systèmes, Waltham, MA — *Summer 2018*
Brand Offer Marketing Intern
- Analyzed brand website using Google Analytics and developed a dashboard to present findings
- Helped create webinars and white papers for inbound and outbound marketing campaigns
- Wrote emails and landing pages for webinars and white papers
- Produced infographics and listicles to feature brand product benefits

PROJECTS

Clark Ureka Challenge: Sapeince News (Machine Learning) — *Nov 2019 - Mar 2020*
Won $500 in funding in a Shark Tank like competition at Clark where my team and I built and pitched a web application that used machine learning to predict bias and factualness likeliness in online news articles. The web app took the input of a news article URL and delivered a bias factualness prediction of that article from extreme left to extreme right. The algorithm was trained on thousands of publications that were labeled for political bias and factualness using the International Fact Checking Network.

Ecommerce Website: Experiment Music — *Nov 2020 - Mar 2022*
Built an audience of 6,500 subscribers on my instrumental YouTube channel that I funneled to a website where I sold original music averaging $100 a month in sales.

Facebook/ Instagram Ad Campaign: Triply — *Oct 2022*
Tested viability of new travel application for client by building a landing page and generating traffic via Facebook/ Instagram ad campaign. Captured email list of potential users for application launch.

EDUCATION

Udemy — Nov 2020
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) — Sept 2015 – May 2019