

JOHNNY SERIAN

MARKETING SPECIALIST

www.johnnyserian.com



About Me

Dedicated marketing professional with a **decade** of experience in Social Media & Digital Marketing Management and a proven track record of success. **Managed and executed over 1,000 impactful campaigns**, showcasing a deep understanding of advertising strategies. Adept at optimizing budgets, having overseen **\$30.4 million in ad spend**. Detail-oriented and results-driven, consistently achieving outstanding outcomes in the fast-paced world of marketing.

Expertise Skill

- Graphic design
- Computer Programming
- Content Marketing
- Digital Marketing
- Video editing
- Project Management:
- Data Analysis:
- Copywriting:
- Video + Photo
- Social Media Management

Contact Me

908 894 3107

resume@johnnyserian.com

www.johnnyserian.com

Morristown, NJ

Education

- **2013-2018**
Ramapo College of NJ
Masters + Bachelors Degree
3.8 GPA
- • **DIGITAL MARKETING CERTIFIED**
• **SOCIAL MEDIA CERTIFIED**

Work Experience

- **Social Media Assistant**
Today's Business | 2013-2014
 - Create hundreds of graphic designs for big companies
 - Worked with many big brands on their Social Media
- **Social Media Manager**
Prestige of Fine Cars | 2014-2017
 - Worked with many car brand's Social Pages
 - Generated millions of dollars for the brands using Paid Ads

Marketing Specialist **Digital Diver 360 | 2017- 2023**

- **Generated over \$30.4 Million in ad revenue**
- Sky - rocketed an online fitness company to **\$400,000+** in new revenue in less than **90 days**
- Scaled a concierge service to **\$100k per month in 60 days**
- Increased a food & beverage services **monthly sales by 205% to \$300k**
- Revamped an online Brand and generated over **\$85k in new sales in the second month**
- Spent **\$2,000 and turned it into \$150k** using FB/Insta ads for auto dealership
- Managed a whole team of Digital Marketers



JOHNNY SERIAN

MARKETING SPECIALIST



GENERATED OVER \$30.4 M

DON'T COMPETE. DOMINATE.
HERE ARE SOME OF MY CASE STUDIES:

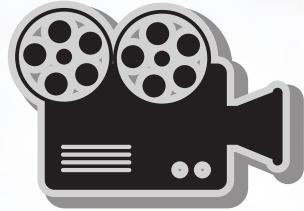
- **Healthcare:** Enhanced patient engagement by **300% within 6 months** using an SEO-optimized, content-rich health blog.
- **Retail:** Quadrupled online sales to **\$4 million in a year** through a comprehensive social media and email marketing strategy.
- **Finance:** Attracted **100,000 new users** for a banking app within three months through PPC campaigns and influencer marketing.
- **Energy:** Increased brand awareness by **200% within the first year** using a combination of content marketing and PR.
- **Manufacturing:** Grew website traffic by **150%** and boosted online parts sales by **\$500k within six months** with SEO and Google AdWords.
- **Education:** Tripled course enrollments to **9000 within the first semester** using targeted Facebook and Instagram ad campaigns.
- **Real Estate:** Increased property inquiries by **70% and sales by 30% in 60 days** through a targeted SEO and PPC campaign.
- **Travel and Hospitality:** Boosted hotel bookings by **120% in peak season** via a comprehensive social media marketing campaign.
- **Media and Entertainment:** Gained **1 million new subscribers for an OTT platform within a year** using a combination of YouTube influencers and PPC advertising.
- **Transportation and Logistics:** Increased shipping contracts by **80% within 90 days** by deploying targeted LinkedIn ads and email marketing.
- **Agriculture and Food Production:** Grew direct-to-consumer sales by **150% within a year** through a comprehensive SEO and social media marketing campaign.
- **Professional Services:** Generated **200 new high-value clients** within the first quarter through Google AdWords and retargeting ads.
- **Construction and Engineering:** Increased project inquiries by **60% and contracts by 30% within 90 days** using SEO and content marketing.
- **Telecommunications:** Reduced customer churn by **20%** and increased new subscriptions by **30% in six months** with a data-driven email marketing campaign.
- **Automotive:** Achieved a **150% increase in car sales within 120 days** through a successful YouTube influencer marketing campaign.
- **Non-Profit:** Increased charitable donations by **70% in a year** through a targeted social media and content marketing campaign.
- **Cosmetics and Personal Care:** Quadrupled online sales to **\$4 million in a year** via influencer marketing and PPC advertising.
- **Fitness and Wellness:** Grew gym memberships by **50% in the first quarter** through targeted Instagram and Facebook ad campaigns.
- **Publishing:** Boosted eBook sales by **300% in the first half of the year** through a comprehensive email marketing strategy.
- **Technology:** Boosted software sales by **250% in the first quarter** by leveraging targeted LinkedIn ads.

Morristown, NJ



CALL NOW: 908 894 3107

What makes me different?



CONTENT

VOTED #1 CONTENT CREATOR IN THE TRI STATE AREA- DISRUPT MAGAZINE



PAID ADS

RUN 50+ ADS AT ONE TIME TO SEE WHICH ARE PROFITABLE. SCALE AFTER. HAVE SEEN AN AVG. OF 4X R.O.I.



SOCIAL MANAGEMENT + PAGE GROWTH

I DON'T JUST POST... I ENGAGE AND GROW YOUR PAGES WITH REAL LOCAL AUDIENCES.

SCOPE OF WORK

NOT JUST ANOTHER EMPLOYEE

Pick me and get...

- Online Marketing Dashboard
- Marketing Strategy
- Task Management Systems
- Logo Design & Logo Animation
- Branding Portfolio
- Website Design + Maintenance
- Copywriting
- LinkedIn Campaign & Messaging
- Graphics, Photos, Videos
- Social Media Management
- FB + Insta Paid Ads Campaign
- Page Growth/ Platform
- Snapchat Ads
- YouTube Ads
- TikTok Ads
- SEO + Back-linking
- Google Ads
- Banner Ads
- Blog Posting/ article
- Reputation Management
- News Article: Forbes & More+
- Video Spokesperson
- Email Marketing
- Text Message Marketing
- Display Advertising
- Much More +

PROSPECTS
(Reach)

253,961

SPEND

\$10,320.85

UNIQUE CLICK RATE

7.72%

SHOPPERS
(Unique Clicks)

19,612

COST / CLICK
\$0.53

CONVERSION
RATE

1.45%

LEADS

285

COST / LEAD
\$36.21

PROSPECTS
(Reach)

30,008

SPEND

\$1,703.80

UNIQUE CLICK RATE

4.59%

SHOPPERS
(Unique Clicks)

1,378

COST / CLICK
\$1.24

CONVERSION
RATE

26.92%

LEADS

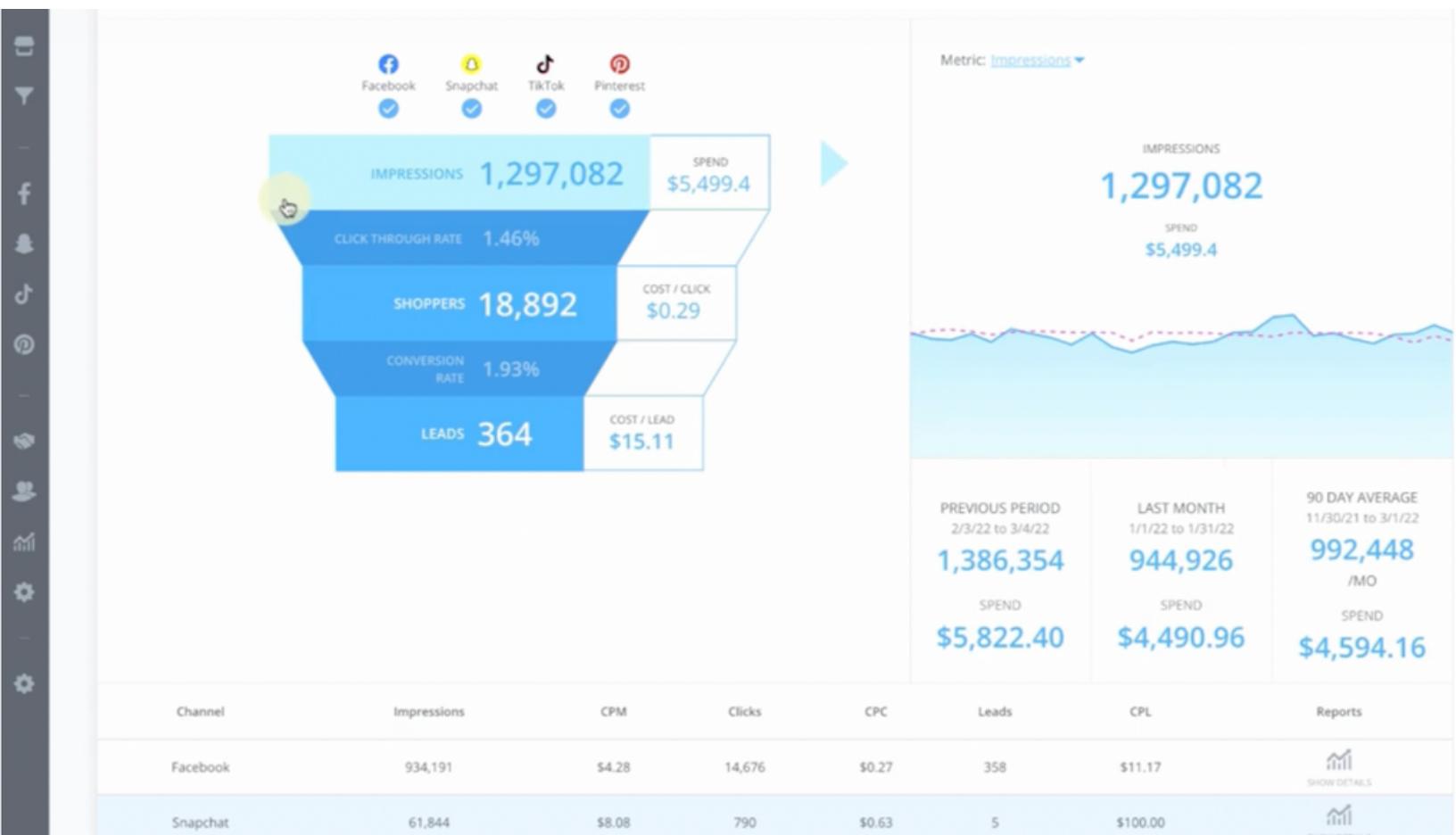
371

COST / LEAD
\$4.59



Real-Time Dashboard Reports

This dynamic dashboard is perfect for comparing metrics, isolating each channel's performance, or measuring improvements over time for each of your campaigns.



LIVE DASHBOARD TO
SEE HOW THE
CAMPAIGN IS
PERFORMING



Sales Attribution (Matchback) Report

Securely upload a CSV of a customer list inside LiveDashboard, and you will be able to see all sales attributed to your social media advertising campaigns!

Upload your events

Event Type: Purchase | Header Row: 1 | Preset Field Mapping: Default

Drag a file or [click to select](#)

182 (182) [+ UPLOAD EVENTS](#)

Offline Performance

Attribution Window			
	1 DAY	7 DAYS	28 DAYS
VIEWED AD AND DID NOT CLICK	11	19	33
VIEWED AND CLICKED ON AD	5	11	15

TOTAL OFFLINE PURCHASE EVENTS: 182

EVENTS ATTRIBUTED TO FACEBOOK ADS: 48

COST PER: \$242.65

**ATTRIBUTE DOLLARS
TO SALES \$\$\$ &
NEVER GUESS AGAIN**

CPM (Cost per 1,000 Impressions)	Amount Spent	Website Purchases Conversion Value	Website Purchase ROAS (Return on Ad Spend)	Link Clicks
\$14.06	\$1,484.63	\$21,375.41	14.40	3,341
\$15.09	\$1,364.96	\$20,352.47	14.91	3,592
\$17.12	\$1,475.42	\$9,433.64	6.39	2,790
\$18.56	\$1,361.11	\$16,895.02	12.41	2,228
\$36.18	\$2,174.10	\$17,655.44	8.12	1,541
\$9.46	\$563.80	\$3,512.89	6.23	1,432
\$23.12	\$1,334.83	\$35,182.84	26.36	2,016
\$19.39 Per 1,000 Impressions	\$16,837.87 Total Spent	\$164,718.32 Total	9.78 Average	24,273 Total

\$155,215 spend @ 7.64 X ROAS									
	Name	CTR (All)	CPC (All)	Website Purchases	On-Facebook Purchases	Amount Spent	Purchase ROAS (Return on Ad Spend)	Website Purchase ROAS (Return on Ad)	Purchases Conversion Value
	TOF - NEW VIDS - BROAD	2.49%	\$0.49	87	—	\$3,280.32	5.92	5.92	\$19,426.62
	MOF - CBO - TESTING - METHOD	3.06%	\$0.46	414	—	\$12,032.98	7.40	7.40	\$89,002.88
	17/02 - NEW VIDS - TOF - ATLANTA - T...	0.88%	\$1.28	241	—	\$10,148.27	4.18	4.18	\$42,470.17
	26/07 - MOF	1.56%	\$1.44	3,043	—	\$42,112.78	13.85	13.85	\$583,120.45
	26/07 - TOF	1.82%	\$0.84	725	—	\$38,413.02	3.41	3.41	\$130,809.41
	Ken Test Retarget V2...	0.84%	\$2.17	1,113	—	\$19,918.97	16.44	16.44	\$917,960.46
	Results from 88 campaigns	1.69%	\$0.90	6,200	Total	\$155,215.03	7.64	7.64	\$1,186,289.12
	Excludes deleted items	Per Impression	Per Click		Total	Total Spent	Average	Average	Total

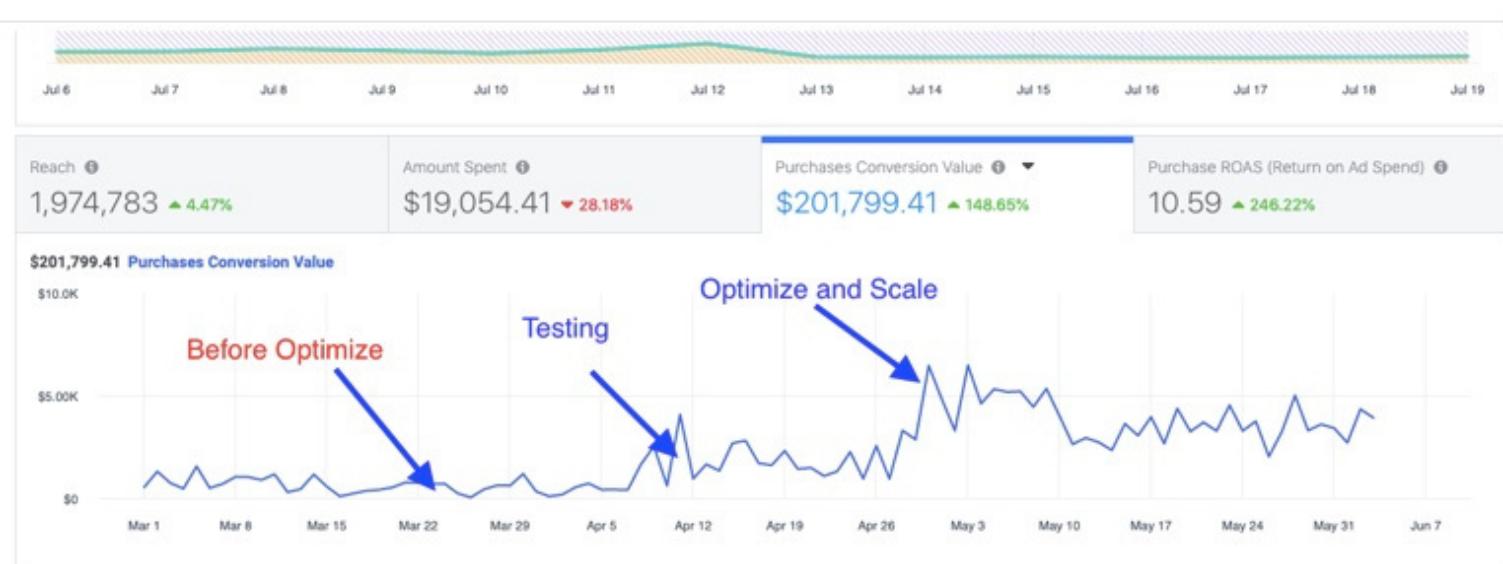
NEARLY \$1.2 MILLION IN SALES

FROM \$155K AD SPEND

7.64 ROAS  



\$190K SALES IN UNDER 90 DAYS



\$200K IN SALES WITH A 10X ROAS 🔥 🔥



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REAL VALUE IN A CHANGING WORLD

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