

Vincent J. Casmirri

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Work Experience

SEO & Web Content Specialist, *Princeton Internet Marketing*, Princeton, NJ

March 2019 – Present

- Creates, pitches, and develops new content and SEO strategies for clients.
- Configures Analytics and Search Console accounts, profiles, filters, and goals for clients.
- Analyzes clients' industries and competition to iterate upon their marketing and business objectives.
- Frequently participates in or leads clients meetings to discuss strategies and performance metrics.
- Uses a variety of proprietary and third-party tools to compile and draw insight from both company-specific, sector-specific and generic industry data in order to better understand user trends and behavior and add context to the performance of each account.

Advanced PPC (Pay Per Click) Specialist, *ISEO*, Bristol PA

April 2018 – February 2019

- Created, implemented, and tested complex PPC strategies for clients.
- Configured PPC accounts, profiles, filters, and goals for clients.
- Developed a strong understanding of the products, competition, industry, marketing goals and objectives of clients.
- Regularly attended and actively took part in client meetings either via phone or in person.

Content Writer, *ISEO*, Bristol PA

Aug 2017 – Mar 2018

- Regularly wrote and implemented various forms of content including blogs, press releases, white papers, and social media posts.
- Researched, formulated, and pitched content strategies based on each client's industry and marketing goals.
- Edited content produced by other writers on the content team.
- Collaborated with the SEO, PPC, Design, and Development departments to create innovative and effective content ideas.
- Analyzed metrics and results of our content marketing strategies to measure their effectiveness and make adjustments to our strategies as needed.

Customer Enablement Specialist, *ESM Solutions*, Warrington PA

Aug 2014 – May 2017

- Utilized a variety of SaaS-based software to assist new customers in methods and best practices to implement application software
- Ensured exceptional delivery, customer care and professionalism to all external clients
- Provided leadership and communication to ensure efficient processes and tools are utilized throughout the enablement process

Education

University of Pennsylvania
Gettysburg College

LPS Full-Stack Coding Bootcamp
Creative Writing & Piano Performance

Technology/Skills

Broad technological skill set and a proven foundation of computer skills, allowing for swift proficiency in new software platforms.
Notable proficiencies include the following:

Google Advertising Certification
Bing Ads
WordPress
LinkedIn

Google Analytics
AdRoll
iOS
SEO/SEM

Microsoft Office Suite
Social Media & Networking
HTML/CSS
Javascript

Career/Leadership Experience

Advanced Studies in Bath, England

Aug 2011 – Dec 2011

- Over the course of a semester's study in Bath, England, worked one-on-one with Sarah Duncan, an acclaimed British novelist, editing creative fiction and developing a portfolio of short stories
- Lived and studied within a diverse community, gaining a wider perspective and appreciation of different cultures