|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | Alexander Pierre Santos | | |  |
|  | |  |  | |
| Contact Philadelphia, PA,19103  1-270-223-7349  Apsdigitalmarketer@gmail.com | | Summary of Qualifications Self-starter and successful history in Digital Marketing and Account Managing. My knowledge includes being Google Ads/Meta certified with proficient skills and experience in SEO optimization, SEM, lead generation, analytics reporting, social media content creation/advertising, email marketing, CMS, landing page optimization, and creative approaches to work. Out-of-the-box problem solver, capable of meeting deadlines under pressure. I am organized with great communication skills to match. | | |
| Education Western Kentucky University, Bowling Green, Ky  Interdisciplinary Studies of Business - BA (2014-2018) | | Expertise  **SEM**   * Built Google Ads campaigns utilizing proper account structure and best practices. * Audited existing Google Ads campaigns to find problems and optimize performance. Restructured ad groups, keywords, and ad copy to adhere to Google best practices. * Optimized Landing Pages to improve Ad Quality Scores. * Conducted A/B Split Testing of Ad Copy, Landing Pages, and creative to increase CTR, lower CPC, and increase conversions. * Well versed in using Social Media Ad platforms such as Meta Ads manager, LinkedIn Ads (LinkedIn Sales Navigator), Twitter Ads, Hulu Ads, and TikTok Ads manager.   **SEO**   * Conducted many SEO Audits. * Used Analytic tools (such as Google Analytics) to assess visitor behavior and adjust Paid campaigns and Organic Search traffic. * Did competitive keyword research to determine rankability, find Long Tail Keywords, and new opportunities. * Optimized Meta Tags - more details created SEO optimized content checked keyword density with Yoast SEO and other tools. * Posted on High Domain Authority partner sites, advised clients on a landing page and funnel optimization, content creation, link-building strategies, and email marketing strategies.   **Social Media**   * Managed and built-up social media accounts for clients by implementing curated strategy techniques and using social media tools like Meta Business Suite stats to guide future content. * Worked on content creation, including brand messaging, copywriting, and content marketing. * Improved client social media platforms, resulting in increased long-term engagement and increased followers by the thousands. | | |
| Key Skills Search Engine Optimization  Search Engine Marketing  Pay Per Click  Email Marketing  Social Media Marketing  Traditional Media Buying | | Work Experience: **Digital Marketing Specialist**  **En Route Marketing** – Philadelphia, PA October 2021 to Present   * Implemented and monitored marketing campaigns across various digital channels, including websites, social media, advertising, and email marketing * Prepared reports of agency performance for staff and clients (monthly, quarterly, YOY, and agenda planning) * Managed CMS for client’s websites, regularly updating content, images, implementing SEO techniques, and graphics * Developed actionable plans for client’s social media accounts * Created content for clients for social media * Helped manage and execute traditional advertising campaigns   **E-commerce Product Specialist**  **Salechamps** – Gallatin, TN July 2020 to July 2021   * Optimized web presences and made updates to e-commerce stores (using Shopify, Amazon, and Sellerchamp) * Managed day to day operations of products and store accounts * Increased sales activity by trying new marketing methods * Curated list of prospective customers and implemented retargeting that converted into conversions.   **Freelancing Work**  March 2019 to Present   * Project management * Copywriting/content writing * Website building/CMS managing (Wordpress, Squarespace, Wix) * SEO, SEM, Social Media Ads, Social Media management, content generation   **Inventory Specialist**  **DHL E-Commerce** – Atlanta, GA  March 2019 to December 2019   * Organized and oversaw projects * Learned leadership qualities by collaborating with team to accomplish company goals * Analyzed database for problem solving | | |
|  | | References Kayhan Ongun Celik  929-360-9904  NYU Graduate  Social Media Specialist  Employee at En Route I work closely with  Toby Mcintosh  484-553-1866  EnZed Marketing  Marketing Consultant  [Toby@enzedmarketing.com](mailto:Toby@enzedmarketing.com)  Collaborated on Marketing Project for Tianyu Arts & Culture, Inc.  Tracy Holder  IT Manager at Bohan Ideas  https://www.bohanideas.com/  615-516-9002 [tholder@bohanideas.com](mailto:tholder@bohanideas.com)  Interned at Agency Certifications:  * Google Ads certified (Google Digital Garage) * Meta Ads Manager certified * GA4 (Universal although obsolete) certified * Proficient in Microsoft Office programs (Word, Powerpoint, Excel) * Google products (Google Sheets, Docs, and etc…) * Currently learning Adobe Photoshop and Premiere Pro | | |
|  | |  | | |