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|  | Alexander Pierre Santos |  |
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| ContactPhiladelphia, PA,191031-270-223-7349Apsdigitalmarketer@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. |
| EducationWestern 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.
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| Key SkillsSearch Engine Optimization Search Engine Marketing Pay Per Click Email MarketingSocial Media MarketingTraditional Media Buying  | Work Experience:**Digital Marketing Specialist** **En Route Marketing** – Philadelphia, PAOctober 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, TNJuly 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, GAMarch 2019 to December 2019* Organized and oversaw projects
* Learned leadership qualities by collaborating with team to accomplish company goals
* Analyzed database for problem solving
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|  | ReferencesKayhan Ongun Celik 929-360-9904NYU Graduate Social Media Specialist Employee at En Route I work closely with Toby Mcintosh484-553-1866EnZed Marketing Marketing Consultant Toby@enzedmarketing.comCollaborated on Marketing Project for Tianyu Arts & Culture, Inc.Tracy Holder IT Manager at Bohan Ideas https://www.bohanideas.com/615-516-9002tholder@bohanideas.comInterned 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
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