

John Markert

Digital Marketing Specialist

14 Joanna Way
Kinnelon, NJ 07405
(201) 919-7479
markertjohn@gmail.com

I am a results-driven digital marketing specialist with a strong focus on web design & lead generation. With a proven track record of optimizing websites for aesthetics, functionality, SEO, and CRO, I am dedicated to enhancing user engagement and driving digital success.

WORK EXPERIENCE

Mindfulness Enterprises (The Krame Center for Mindful Living, U-Thrive Educational Services) - *Digital Marketing Specialist/E-Learning Content Coordinator*

May 2021 - October 2022

- Designed, managed, and continually optimized the company website using HTML, CSS, and the Wordpress CMS for The Krame Center for Mindful Living.
- Created and managed PPC Google Search Ads to promote mindfulness courses, routinely achieving revenue 2-10x that of the advertising budget.
- Performed Search Engine Optimization on the company website by identifying keywords and strategically placing them throughout the website, resulting in a 40% increase in organic website traffic.
- Designed and managed wellness curricula for college and university students on the Moodle Course Management System, which involved leveraging multimedia elements such as videos, quizzes, and interactive assignments to create engaging course content for U-Thrive Educational Services.

Marketing All Day — *Growth Marketing Scientist*

June 2018 - May 2021

- Built Ecommerce product funnels using Hubspot, including one campaign that led to over \$40,000 in revenue within the first month and \$120,000+ generated in revenue as of May 2021.
- Designed monthly marketing initiatives for clients, which included email campaigns, website optimization, marketing automation, and utilized advanced knowledge of the Hubspot CRM.
- Presented monthly marketing efforts and analytics with clients via regular video meetings.
- Collaborated with cross-functional teams to create and implement content for blog posts, infographics, and videos.
- Educated potential clients on the agency's services at industry-specific conferences.

John Markert Creative Consulting LLC — *Freelance Marketing Consultant*

September 2015 - Present

- Built and managed responsive, user-friendly and search engine optimized websites for local businesses.
- Provided lead generation services including SEO, PPC advertising, email marketing, for small business clients across a range of industries, including healthcare, wellness, and hospitality.

EDUCATION

Bachelor of Science in Marketing | Thomas Edison State College | Trenton, NJ | 2012

Marist College | Poughkeepsie, NY | 2005-2008

SKILLS

Web Development: HTML, CSS, Javascript, Wordpress, Hubspot CMS, Wix, Squarespace, Shopify, routine website maintenance / management based on analytics, customer feedback, etc.

Digital Design: Adobe Photoshop, Adobe Illustrator, Canva, brand guide management, AI Tools (Midjourney)

Paid Media / PPC Advertising: Google Ads Platform (Search & Display ads), Facebook & Instagram Ads, A/B Testing, Campaign & Budget management, Audience Targeting, Ad design and copywriting

Email Marketing: Constant Contact, Hubspot, Copywriting, A/B Testing, Email Automation

Search Engine Optimization: SEMRush, Keyword Research, Content Development, AI Tools (ChatGPT)

Course / Learning Management Systems: Moodle, Udemy, Teachable