

John Markert

■ Website Designer
Digital Designer
Digital Marketing Specialist

📍 Kinnelon, NJ

EDUCATION

Bachelor of Science in Marketing

Thomas Edison State College
2012

Marist College
2005-2008

SKILLS

- Web design
- HTML
- CSS
- User Interface
- Wireframing / Prototyping
- Marketing Automation
- Search Engine Optimization (SEO)
- Conversion Rate Optimization (CRO)
- Email Marketing

TECH & TOOLS

- WordPress
- WebFlow
- Figma
- Adobe Photoshop
- Adobe Illustrator
- MidJourney
- Hubspot
- Google Ads Platform
- SEMRush



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PROFILE

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.

EXPERIENCE

Digital Marketing Specialist

Mindfulness Enterprises

2021 – 2023

- 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.

Inbound Growth Coordinator

Marketing All Day

2018 – 2021

- Created website design & development program & processes for the agency.
- Built multiple six-figure sales funnels using HubSpot CMS & HubSpot Marketing Automation Software.
- Designed monthly marketing initiatives for clients, which included email campaigns, website optimization, marketing automation.
- Collaborated with cross-functional teams to create and implement content for blog posts, infographics, and videos.

Freelance Web Designer & Digital Marketing Consultant

John Markert Creative Consulting LLC

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.