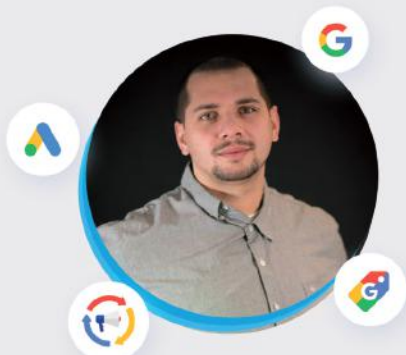


MITCHELL ALOMAR

THE MARKETING SPECIALIST



PERSONAL

Name Mitchell Alomar

Birthday October 9th, 1987

Languages English

CONTACT

Mobile 347-562-3088

Email mitchellalomar@gmail.com

Address Pennsauken, NJ
(5 mins from Betsy Ross Bridge)

REFERENCES

Available upon request

Visit My Portfolio: www.MitchellAlomar.com

Google Adwords Certified, SEO Stagiest that delivers an immediate impact to your company. I can conceptualize and orchestrate SEO/SEM Paid and Organic Digital marketing campaigns that effectively reinforce, build brands and generate leads.



RECENT WORK

2018 - Present

MARKETING SPECIALIST

Geo Tie LLC, Pennsauken, NJ (Contractor)

Manage Google Ad & Facebook Ads Campaigns, Search Display, Remarketing

2017

Paid Search / Lead Generation Strategist

Webimax, Camden, NJ (Nation Digital Marketing Agency)

Adwords & Bing Management, Ad Optimization, 100k per month in Adspent, Hubspot

2016 - 2017

Marketing Specialist

j2 Global Cloud Services, Drexel Hill, PA (efax, IGN, PC Gamer)

Create Email Campaigns, Trade Show Events, Social Media Management, Flyer Design

2013 - 2016

Web Marketing Specialist

GWP INC, MONTCLAIR, NJ (Local Digital Marketing Agency)

Wordpress Website Creation, Adwords, Waze Ads, Youtube Ads, SEO, Graphic Design

EDUCATION

2004 - 2008

MONROE COLLEGE -

WEBSITE DESIGN, Bronx, NY
HTML, CSS, PHP, MYSQL, JAVASCRIPT

2000 - 2004

SAMUEL GOMPERS HS

DESKTOP PUBLISH, Bronx, NY
EXCEL, WORD, OUTLOOK, POWERPOINT

MY TOOLS

ADOBE PHOTOSHOP

EDIT REMARKETING ADS, LANDING PAGES, RETOUCH IMAGES

KEYWORDTOOL.IO

FIND NEW KEYWORDS FOR SEO, ADWORDS, BING

DREAMWEAVER OR NOTEPAD++

HTML OR CSS, ADWORDS SCRIPTS, DEBUG PHP, JAVASCRIPT

AFTER EFFECTS

EDIT VIDEO HIVE VIDEOS & CREATE REMARKETING YOUTUBE

GOOGLE ANALYTICS

SETUP GOALS, ALERTS, REMARKETING, WEEKLY REPORS

MAILCHIMP

A/B TEST EMAIL CAMPAIGNS, FOCUS ON GOALS AND CTR



Certifications




MITCHELL ALOMAR

THE MARKETING SPECIALIST

Social Media Ads

Fabspeed Motorsport
Sponsored

Fabspeed Exotic Car Performance Expert
Details about the latest parts and deals from Fabspeed



MESSANGER
Chat with a Performance Expert

272 30 Comments 28 Shares

Green Star Exteriors
Sponsored

We proudly service Pennsylvania, Delaware and South Jersey with superior Roofing and other exterior home improvement

GET A FREE ROOF ESTIMATE

Download A FREE Brochure

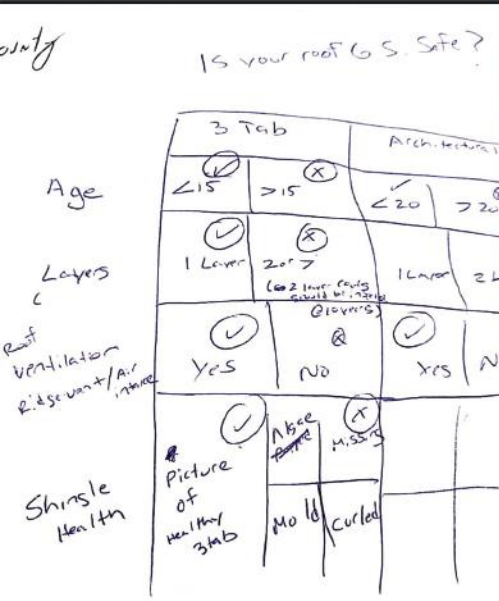
Stacy Smith and 23 others 6 Comments

Name	Budget	Amount Spent	Leads (Form)	Cost per Lead (Form)	Impressions	Link Clicks	CPA (Cost per Acquisition)	Rate	Real Conversions	Real Shares	Present	Cost per Lead (Form)
Ad 1 - Day 1	\$20.00	\$14.00	30	\$0.47	1,104	19	\$2.63	27	1	12	12	\$5.42
Ad 1 - Day 2	\$20.00	\$6.00	1	\$6.00	64	1	\$6.00	13	1	12	12	\$7.22
Ad 1 - Day 3	\$20.00	\$14.44	2	\$7.22	291	4	\$3.61	7	1	15	15	\$8.23
Ad 1 - Day 4	\$20.00	\$16.00	0	\$0.00	1,008	23	\$2.22	33	0	11	11	\$8.80
Ad 1 - Day 5	\$20.00	\$14.01	6	\$2.33	666	21	\$2.71	34	1	11	11	\$7.42
Headline from 5 ads (1)	\$100.00	\$64.45	39	\$1.65	5,179	\$2.61	\$2.61	128	3	52	52	\$7.42

What is a Lead?

A person who has visited your website and submitted the contact form (Full Name, Phone Number, Email Address, Zip Code, etc)

My Graphic Design Before - Blueprint After - Photoshop



GREEN STAR EXTERIORS

IS YOUR ROOF GREEN STAR SAFE?

Roof Warning Signs: Your Roof Health Checklist



3 TAB | **ARCHITECTURAL**

ROOF AGE
BELOW 15 YEARS | AFTER 15 YEARS | BELOW 20 YEARS | AFTER 20 YEARS

LAYERS
1 LAYER | 2 OR 7 LAYERS | 1 LAYER | 2 LAYERS

ROOF VENTILATION
YES | NO | YES | NO

ROOF SHINGLE HEALTH
MOLD | ALGAE | LICHEN | MISSING | CURVED

estimate.greenstarexteriors@gmail.com | 866-613-4914

If your Roof is **NOT SAFE** Get a **FREE INSPECTION**

50 YEAR WARRANTY

EMMOR TABLES | Kitchen & Dining | Living Room | Conference Tables | Color Guide

Build your Dream Table with Emmor Works
Building handcrafted tables in New Jersey from real wood by our passionate craftsmen. Our team is passionate about beautiful woodcraft, and each and every piece is handcrafted in our state-of-the-art woodshop.

Kitchen & Dining Tables
Bring your dining experience together with a beautiful handcrafted custom wood table

Living Room Essentials
Make a statement in your living room with a beautiful wooden table as the centerpiece.

Conference Tables
From boardroom agendas to highly effective collaborative spaces, our custom wood conference tables will fit all your company's needs.

Choose Your Stain

Call us for an Estimate: 609-308-8208

MITCHELL ALOMAR

THE MARKETING SPECIALIST

Google Ads
Search, Display, Shopping

B2B Leads

150 Email Submissions
\$55 Per form submission

B2C Leads

250 Phone Calls
\$15 per phone call

Ecommerce

\$21,484 Website Purchases
\$441 Google Cost

Google Ads interface showing campaign performance. The table below summarizes the data from the screenshot.

Campaign	Budget	Status	Campaign type	Clicks	Imp.	CTR	Avg. CPC	Cost	Conver.	Cost / conv.	Conv. rate	Transactions	All conv. value
Shopping - 300% ROA	\$10.00/d.	Paused	Shopping	2,413	1,998,370	0.17%	\$0.09	\$314.63	235.00	\$1.34	6.89%	39.00	15,486.36
All Products - Manual CPC "LOW"	\$10.00/d.	Paused	Shopping	1,163	698,709	0.17%	\$0.05	\$63.61	88.00	\$0.72	7.57%	11.00	4,269.58
All Products - Maximize Clicks	\$10.00/d.	Paused	Shopping	560	298,235	0.19%	\$0.05	\$29.27	38.00	\$0.77	6.79%	1.00	1,643.14
Shopping - 100 ROAS	\$10.00/d.	Paused	Shopping	100	38,439	0.26%	\$0.33	\$32.91	1.00	\$32.91	1.00%	0.00	0.00
Campaign for 29171	\$5.00/day	Paused	Shopping	0	0	-	-	\$0.00	0.00	\$0.00	0.00%	0.00	0.00
All products - Manual CPC	\$5.00/day	Paused	Shopping	0	82	0.00%	-	\$0.00	0.00	\$0.00	0.00%	0.00	0.00
All Products - Enhanced CPC	\$5.00/day	Paused	Shopping	15	12,829	0.12%	\$0.03	\$0.42	0.00	\$0.00	0.00%	0.00	85.63
Smart Campaign	\$100.00/d.	Paused	Shopping	0	0	-	-	\$0.00	0.00	\$0.00	0.00%	0.00	0.00
Purchase Winners - High	\$10.00/d.	Paused	Shopping	13	2,495	0.52%	\$0.03	\$0.36	0.00	\$0.00	0.00%	0.00	0.00
Total Campaigns				5,264	3,048,359	0.17%	\$0.08	\$441.20	362.00	\$1.22	6.88%	51.00	21,484.71
Total Account	\$0.00/day			5,264	3,048,359	0.17%	\$0.08	\$441.20	362.00	\$1.22	6.88%	51.00	21,484.71
Total Shopping campaigns				5,264	3,048,359	0.17%	\$0.08	\$441.20	362.00	\$1.22	6.88%	51.00	21,484.71

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