



MITCHELL ALOMAR

ECOMMERCE MARKETING SPECIALIST

ABOUT ME

Google Ads Certified, Facebook Ads, SEO Strategist that delivers an immediate impact to your online store.

PPC and Organic traffic from marketing campaigns that effectively reinforce, build brands and generate sales.

EXPERIENCE

2020- Present **eCommerce Marketing Specialist**
GEO TIE LLC

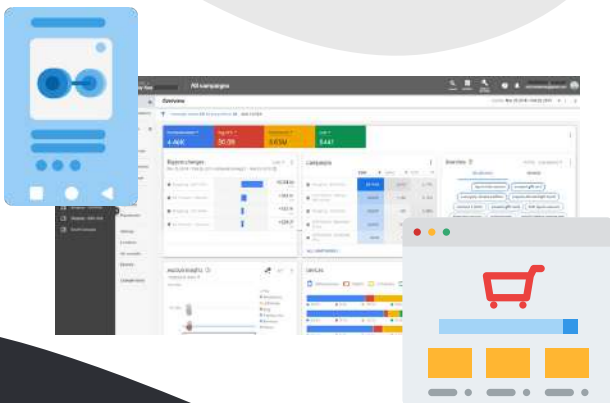
- **Create Advertising Campaigns on** Google Ads Facebook Ads Instagram Ads Tik Tok Ads
- Write Ad Copy, Display Ad Graphics, Track Sales
- **Add To Carts - Checkouts - Completed Orders**
- **Increase Amazon Reviews** Jungle Scout

2017-2020 **Product Listing - PPC Advertising Specialist**
GEO TIE LLC

- **Setup and Manage** Google Shopping PLA Campaigns
- **Product Feed Management** GoDataFeed
- Optimize High Profit Products, Scaling Winning PLA
- **Google Ads Management**
- **Amazon Ads Management**
- **10% ACOS PPC** on Amazon Campaigns

2017-2009 **Store Website Manager**
GEO TIE LLC

- **Klaviyo: Email Management** - Create Flows
- Facebook Ads Management **AVERAGE 6xROI**
- **Lookalike Audiences** - Segementation campaigns based on interest.
- **WRITE AD CREATIVE CONTENT + GRAPHICS**



CONTACT ME

CELL: 347-562-3088
TEXT ME OR CALL ME

EMAIL - mitchellalomar@gmail.com

EDUCATION

MONROE COLLEGE
2004 - 2008 WEBSITE DESIGN

SAMUEL GOMPERS HS
2000 - 2004 DESKTOP PUBLISH



Certifications



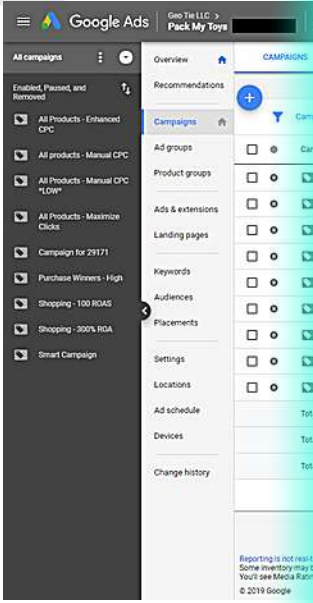
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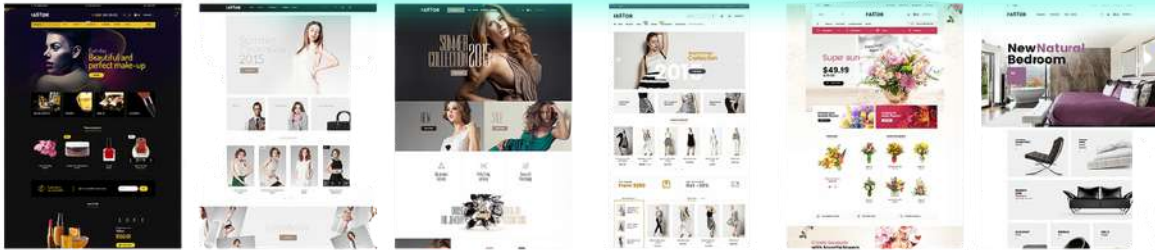
GOOGLE SHOPPING - PLA CAMPAIGNS



Google Ad Spend **Website Purchases**

Budget	Status	Campaign type	Clicks	Imp.	CTR	Avg. CPC	Cost	Conver	Cost / conv.	Conv. rate	Transaction	All conv. value
\$10.00/d...	Paused	Shopping	3,413	1,998,370	0.17%	\$0.09	\$314.63	235.00	\$1.34	6.89%	39.00	15,486.36
\$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
\$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
\$10.00/d...	Paused	Shopping	100	38,439	0.26%	\$0.33	\$32.91	1.00	\$32.91	1.00%	0.00	0.00
\$5.00/day	Paused	Shopping	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	0.00	0.00
\$5.00/day	Paused	Shopping	0	82	0.00%	—	\$0.00	0.00	\$0.00	0.00%	0.00	0.00
\$5.00/day	Paused	Shopping	15	12,029	0.12%	\$0.03	\$0.42	0.00	\$0.00	0.00%	0.00	85.63
\$100.00/...	Paused	Shopping	0	0	—	—	\$0.00	0.00	\$0.00	0.00%	0.00	0.00
\$10.00/d...	Paused	Shopping	13	2,495	0.52%	\$0.03	\$0.36	0.00	\$0.00	0.00%	0.00	0.00
			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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ROAS 4871.66%



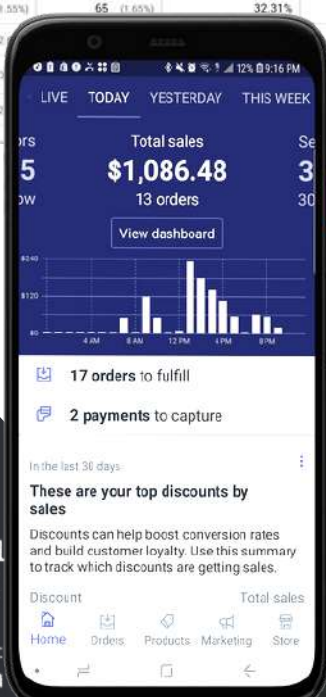
Google Ad Spend **Bigcommerce Revenue**

Campaign	Clicks	Cost	CPC	Users	Sessions	Bounce Rate	Pages / Session	Ecommerce Conversion Rate	Transactions	Revenue
	3,099	\$1,322.84	\$0.43	2,953	3,937	53.26%	3.18	0.28%	11	\$7,402.90
1.	780 (25.17%)	\$371.72 (28.10%)	\$0.48	649 (21.96%)	824 (20.93%)	70.39%	2.13	0.61%	5 (45.45%)	\$4,030.50 (54.44%)
2.	107 (3.45%)	\$38.54 (2.91%)	\$0.36	83 (2.81%)	102 (2.59%)	80.39%	1.73	1.96%	2 (18.18%)	\$2,383.32 (32.19%)
3.	41 (1.32%)	\$17.09 (1.29%)	\$0.42	41 (1.37%)	46 (1.17%)	15.22%	5.13	4.35%	2 (18.18%)	\$647.90 (8.75%)
4.	238 (7.68%)	\$52.76 (3.99%)	\$0.22	235 (7.97%)	330 (8.38%)	25.76%	4.78	0.30%	1 (9.09%)	\$228.15 (3.08%)
5.	49 (1.58%)	\$16.88 (1.28%)	\$0.34	48 (1.55%)	65 (1.65%)	32.31%	3.63	1.54%	1 (9.09%)	\$113.03 (1.53%)
6.	81 (2.61%)	\$42.67 (3.23%)	\$0.53	81 (2.74%)	102 (2.59%)	80.39%	4.74	0.00%	0 (0.00%)	\$0.00 (0.00%)
7.	0 (0.00%)	\$0.00 (0.00%)	\$0.00	1 (0.03%)	1 (0.03%)	100.00%	5.00	0.00%	0 (0.00%)	\$0.00 (0.00%)
8.	84 (2.71%)	\$36.90 (2.79%)	\$0.44	78 (2.64%)	102 (2.59%)	80.39%	1.67	0.00%	0 (0.00%)	\$0.00 (0.00%)

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ECOMMERCE MARKETING
FACEBOOK ADS + INSTAGRAM ADS



Results	Reach	Impressions	Cost per Result	Amount Spent
57 Purchases	64,031	105,676	\$26.91 Per Purchase	\$1,534.10
14 Purchases	12,240	15,703	\$17.94 Per Purchase	\$251.11
4 Purchases	4,605	6,734	\$38.58 Per Purchase	\$154.31

MODERN
BLUE LIGHT GLASSES

WEBSITE PRICE: \$49.95
ADVERTISING COST : \$26.91
PRODUCT COST: \$1.66

BOTTOM LINE PROFIT: 21.38
 PER PRODUCT



shopify

Overview dashboard

Total sales View report
\$463,456.00 ↑ 6,312%

Online Store	\$268,101.90	↑ 3.609%
Zipify OneClickUpsell	\$113,416.80	-
CartHook Checkout	\$81,837.33	-
Draft Orders	\$99.97	-

Online store sessions View report

Average order value View report
\$61.72 ↑ 116%

Returning customer rate
1.47% ↓ 8%

CUSTOMERS

SALES OVER TIME

150K

150
100

May Sep Jan

First-time Returning

MITCHELL ALOMAR



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AMAZON MARKETING



Average Monthly Sales 1,678	Average Sales Rank 9,949	Average Price \$20.65	Average Reviews 2,133
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Actions	Product Name	Brand	Price	Mo. Sales	D. Sales	Mo. Revenue
	Swiffer Sweeper Compatible, Re... B072BVHVJ9	Old Home ...	\$11.96	1,640	64	\$19,614



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NEW PRODUCT

- INFOGRAPHICS
- SEO TRAFFIC
- 10% ACOS
- 80% ROI



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