



JOEY GULINO

Digital Marketing Manager

About

An out-of-the-box thinker, and tech-savvy natural leader. Joey has 3+ years of high level experience in developing and executing strategic digital marketing plans and currently operates his own digital agency. He is a firm believer on controlling the things that he can control, his work ethic, and attitude. Outside of work Joey enjoys boating, exercising, traveling and playing baseball.

Skills

- Facebook/Instagram Ads
- Strategy Creation
- SEO
- Copywriting
- Graphic Design
- E-Commerce
- Website Development
- Funnel Marketing
- Leadership
- Reliability
- Problem Solving
- Consulting

Contact

 Jgulino2020@gmail.com

 203.631.3698

 @JoeyGulino

Education

2020-2021 | Roger Williams University Graduate School

- Master of Business Administration (MBA)

2016 - 2020 | Roger Williams University | *Cum Laude*

- Bachelor Of Science In Marketing (B.S)
 - Minor In Graphic Design

Experience

Marketing Manager

J. Michael Strategies | Naples, FL |

April 2021- August 2022

- Promoted from *Traffic Specialist* > *Project Manager* > *Marketing Manager* within 1 year
- Manage, Design, and Oversee all online strategies for brands in different industries (E-commerce Sales, Lead Generation, Software Sales, B2B)
- Facebook Ads Expert: Over \$1 Million spent through Meta Platforms (FB/Insta) while maintaining profitable ROAS
- 70% successful closing rate from consulting meetings to monthly client
- Experienced in writing ad and sales letter copy that converts

Data Analyst

The Author Incubator | Remote |

November 2019 - February 2020

- Delivered weekly updates outlining web traffic over several platforms
- Analyzed million dollar+ ad budget across multiple platforms
- Made strategic decisions to achieve a 2.7 Minimum ROAS
- Assist in the maintenance and launch of new paid traffic campaigns

Marketing Intern

Signature Brand Factory | Southington, CT |

May 2020 - August 2020

- Managed maintenance on several client websites utilizing WordPress, saving the company 20K in expenses
- Designed social media advertisements and produced copy for various clients
- Prospected and nurtured relationships with new clients

Collegiate Involvement

Baseball Team | Elected Captain '20 '21 | All-Conference OF '19 '21

2016- 2021

American Advertising Federation (AAF) | 1st Place | Brand Awareness Leader 2016-2020