(772) 323-6162
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https://www.jamessemczuk.com

James Semczuk

SKILLS

Analysis for digital marketing with Google Analytics, MS Excel, and Google Sheets. Graphic design, frontend and backend web development. Strong problem solving, analytical, and written communication skills. I play well with others and believe in strong team communication, internal organization, and reliability.

EXPERIENCE

Main Street Media 360, Stuart — SEO Specialist

JULY 2018 – APRIL 2019

- Analyzed and cleaned data and created custom reports using Excel VLOOKUPs, Pivot Tables, Google Apps Scripting, Analytics.
- Managed multiple Google Adwords PPC campaigns. Set up up new campaigns as well as optimized existing ones.
- Project managed dozens of SEO projects coordinating efforts between design, development, sales, content and freelancers. Gathered requirements and optimized processes improving speed by 50%.

Cactus Digital Consulting LLC, Remote – Web Developer

AUG 2017 – JULY 2018

- Analyzed marketing and google analytics data to increase conversion.
- Front and backend website design and development.
- Graphic Design for reports and proposals.

Launch That, Orlando — Web Designer, CRO

OCT 2008 – FEB 2017

- Created custom internal dashboards in Google sheets querying the Google Analytics API to keep keep team members highly informed.
- Analyzed, A/B tested, and used CRO best practices to increase the number of qualified leads and reduce cost per acquisition on landing pages.
- Increased conversion by 900% on one of the top tier pages.

TOOLS

Microsoft Excel, (Vlookups, pivot tables, charts, graphs) Microsoft Office Suite, Google Analytics, Google Data Studio, Google Sheets, Python, Photoshop, Illustrator.

EDUCATION

University of Central Florida, Orlando – B.A. in Digital Media