

JONATHAN ROSARIO

Digital Marketing Specialist | Kissimmee, FL

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SUMMARY

Bilingual digital marketing professional specializing in paid search, paid social, and performance-driven marketing. Proven ability to build and optimize campaigns end-to-end from keyword strategy and ad copy to landing pages, conversion tracking, and analytics reporting. Google and Meta certified, with hands-on experience driving measurable results and improving CPA through data-driven optimization and compelling ad copy.

EXPERIENCE

Digital Marketing Specialist

Freelance & Personal Projects, Kissimmee, FL

Feb 2025 – Present

- Built Google Ads Campaigns utilizing proper account structure and best practices, generating conversions at a 6.67% conversion rate and \$10.47 cost per conversion, \$0.70 CPC, with a 4.02% CTR on \$220 in total spend.
- Conducted competitive keyword research, implemented proper organization of ad groups, proper keyword match types, negative keywords, device segmentation, and ad extensions.
- Optimized campaign performance by refining keyword strategy, pausing underperforming keywords, and improving landing page — increasing conversion rate from 4.10% to 8.29%
- Built SEO Optimized WordPress Sites - did competitive keyword research to determine rank ability, found long-tail keywords, optimized Meta Tags (Page Titles and Meta Descriptions) for SEO, and built SEO optimized content.
- Built a full lead generation funnel, including a landing page, lead magnet (free PDF), and automated 2-email welcome sequence via MailerLite — achieving a 52.4% average open rate and 11.90% average click rate, more than 3x the industry average.
- Installed Google Tag Manager on websites for proper Google Ads/Meta Ads conversion tracking and Google Analytics tracking.
- Analyzed Matched Search Queries to discover new keyword ideas and find negative keywords to decrease irrelevant traffic and decrease CPC and CAC.
- Optimized bids, ad copy, and landing pages to improve overall campaign performance, Ad Quality Scores, and Ad Rank.
- Conducted A/B Split Testing of Landing Pages to optimize conversions.
- Used information from Google Analytics to Assess Visitor Behavior and Make Adjustments to Paid Campaigns.

Mobile Expert (Sales Representative)

T-Mobile, Orlando, FL

Oct 2023 – Dec 2025

- Consulted daily with consumer and small business clients, identifying needs and delivering tailored solutions through upselling, cross-selling, and downselling to maximize value and fit, consistently meeting and exceeding monthly sales targets.
- Generated and qualified daily leads through direct prospecting, consistently building and managing a high-volume sales pipeline focused on new account acquisition and account growth.
- Nurtured customer relationships through proactive follow-up via calls, emails, and in-store appointments, maintaining accurate records using lead forms and personal CRM tools.

Founder

Techologie, Orlando, FL

Oct 2022 – Oct 2023

- Created and managed Meta advertising campaigns that generated \$80,000 in revenue with \$3000 in ad spend.
- Ran A/B split-testing and monitored analytics data to enhance ad copy and imagery, resulting in a 25% reduction in cost per message within 30 days.
- Increased unique leads by 100% from Q2 2023 to Q3 2023 with paid social ROI optimization strategies.

CERTIFICATIONS

Google Ads Search Certification - Google	Jan 2026
Google Analytics Certification - Google	Jan 2026
Meta Certified Media Buying Professional - Meta	Feb 2026
Google Ads Measurement Certification - Google	Feb 2026

EDUCATION

Amherst Regional High School, Amherst, MA	June 2018
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SOFTWARE & SKILLS

Google Ads, Google Analytics, Facebook Ads, WordPress, Microsoft Office Suite (Word, PowerPoint, Excel, Outlook), Google Office Suite (Google Docs, Google Sheets, Google Slides), Copywriting, E-Commerce, Ad Optimization, Reporting & Analysis, A/B Testing, Lead Generation, Product Marketing, B2B, B2C, GTM Marketing, Bilingual (English & Spanish)