

# Doug Demagistris

DougDemagistris.com (Personal Webpage)

Linkedin.com/in/dougdemagistris (Linkedin Profile)

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## WORK EXPERIENCE

### Remco Agency — Digital Marketing Manager

JUNE 2021 – MARCH 2023 (FULL-TIME)

Management of multi-channel digital marketing efforts across Search, Social Media, E-mail, Web, and more with the primary goal of driving inbound brand exposure, lead generation and new customer acquisition.

### Brainstorm Studio — Digital Marketing Strategist

FEBRUARY 2020 – JUNE 2021 (FULL-TIME)

Worked in a Hubspot Gold Partner Agency. Responsibilities were digital and inbound marketing campaigns such as SEO and PPC to drive leads for clients, strategizing various digital campaign and conversion funnels from conception through launch with a focus on delivering results and return on investment for clients, analyzing campaign performance and providing ongoing recommendations for cost savings and growth, collaborating to work seamlessly with creative and web teams to deliver consistent marketing messages across several marketing channels.

### PS Digital LI — Digital Marketing Associate

MAY 2019 – FEBRUARY 2020 (FULL-TIME)

Worked in a fast-paced environment in a division of All Island Media. Applied skills using digital marketing tools from responsive web design, paid and organic social media, email marketing, Google ads, SEO, link building, lead gen, and more.

### Pexels Media — Founder & Marketing Director

JANUARY 2022 – PRESENT (PART-TIME)

Oversee operational and marketing activity for a close-knit team of 5-10 marketing and sales professionals at a software-as-a-service (SaaS) company. We build automated lead acquisition systems using our all-in-one CRM software solution built for residential realtors, mortgage loan officers and select home service contractors.

### Tech Score Inc. — Founder & Marketing Director

JUNE 2016 – JANUARY 2022 (PART-TIME)

Supervised a small marketing team of 5-10 direct reports. Responsibilities included B2C/B2B/Affiliate Marketing, SEO/Content Strategy, Social Media/Design, Website Management, PPC Ad Campaigns (Search & Display), Remarketing, Sales Outreach, E-Commerce, Email Automation, Marketing Analytics, Strategic Budgeting, & more.

### Canuck Digital Media — Content Writer & SEO Specialist

JULY 2015 - JUNE 2016 (PART-TIME)

Promoted from contributor to content writer. Published 800+ editorials, guides and reviews on consumer technology. Performed SEO strategy with targeted keyword research and implemented on-page optimizations. Participated in podcast, attended press events, assisted with article research, and completed graphic design projects.

## TOP SKILLS

Multi-Channel Digital Marketing  
Marketing Automation  
Software-as-a-Service (SaaS)  
WordPress (CMS)  
Digital Projects Management  
Advanced Marketing Analytics  
Digital Advertising (Social & PPC)  
Content Marketing Strategy  
Search Engine Optimization (SEO)

## AWARDS & CLUBS

5X-Time Academic Dean's List  
Mu Kappa Tau  
National Marketing Honor Society  
VP of Digital Marketing Team  
Marketing Association

## PUBLICATIONS

DroidTurf.com  
TalkAndroid.com/author/doug-d/

## EDUCATION

Bryant University (2015-2019)  
Bachelor's in Digital Marketing  
Minor in Communication  
3.5 GPA

## CERTIFICATIONS

HubSpot Social Media  
HubSpot Inbound Marketing  
HubSpot Content Marketing  
HubSpot Email Marketing  
Hubspot CMS  
Google Search Ads

## SOFT SKILLS

Tireless Work Ethic  
Time / Project Management  
Self-Motivation & Discipline