

MICHAEL NICOLOSI

DIGITAL MARKETING PROFESSIONAL

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Ambitious data-driven digital marketer with proven success in growing businesses. Produced millions in revenue for healthcare and fitness businesses through digital marketing. Expert in balancing multiple priorities and conveying technical concepts to clients and decision makers. Proactive problem solver.

AREAS OF EXPERTISE

- | | | |
|----------------------|------------------------|---------------------------|
| ✓ PPC Management | ✓ Tag Management | ✓ Conversion Optimization |
| ✓ Lead Generation | ✓ Attribution Modeling | ✓ Relationship Management |
| ✓ Marketing Strategy | ✓ Data Visualization | ✓ WordPress Development |

CAREER HIGHLIGHTS

- **Pioneered direct-to-consumer advertising campaigns** for BionX – a company that designs and manufactures bionic prosthetic legs. Drove **\$821k in gross profit** which resulted in a 5.1X ROI.
- Helped launch Contemporary Hair Transplant – a hair loss business and went from **\$0 to \$128k in revenue in the first year**.
- Developed a repeatable testing process that consistently helped clients **reduce their cost-per-acquisition**.
- Built a four-person digital analytics team that leveraged each member's unique skillset.

EXPERIENCE

MD CONNECT – WALTHAM, MA

Digital Marketing Manager

Jan 2015 – Present

—*Ranked Top 50 fastest growing companies in Massachusetts.*

Directed marketing, advertising and analytics for 70+ clients in the healthcare industry. Delivered client-facing strategic marketing leadership to generate revenue and reduce the cost of customer acquisition.

- Drove **22,443+ qualified leads** from January 2015 to April 2017.
- Harnessed trusted client relationships and established an **87% client retention rate** over the span of two years – **36% above target**.
- Developed 40+ websites and landing pages in WordPress. Spearheaded A/B testing and optimization campaigns which increased avg. client conversion rate from **3.3% in 2015 to 5.4% in 2016 – a 63% increase**.
- Implemented the tagging and tracking of 80+ Google Analytics accounts and performed statistical analysis for bottom line growth.
- Championed bottom of the funnel measurement and helped clients reduce their year-over-year **call-abandonment rate by 18%**.

EXPERIENCE CONTINUED

PPL LABS – BOSTON, MA

Digital Marketing Coordinator

Nov 2013 – Dec 2014

Generated leads for gyms and fitness businesses worldwide. Built conversion optimized landing pages and websites while managing client relationships.

- Generated new customers through PPC and social media advertising for over 20 clients. Forged a multivariate testing and optimization strategy that **reduced the average client's cost-per-acquisition by 73%**.
- Led content marketing efforts through writing 62 SEO optimized blog posts which grew traffic from 400 monthly visits to over **2,500 in 9-months**.
- Built and SEO optimized 22+ responsive websites and landing pages for lead generation.

ACB RECOVERY – AMESBURY, MA

Marketing and Sales Associate

May 2009 – Nov 2013

Championed new marketing programs for B2B and B2C markets with the goal of acquiring recyclable electronics. Designed a marketing plan that incorporated modern digital marketing practices as well as traditional media

- Partnered with key businesses, hospitals, charities and colleges for the alleviation and proper disposal of electronic waste and data destruction.
- Organized and promoted local recycling day events to provide convenient consumer recycling services through PR, social media and direct mail. A typical event would **yield over 15,000lbs of recyclable electronics**.
- Initiated search engine optimization and website redesign efforts which ultimately drove an average of **8 big-ticket leads** per month.

EDUCATION

BS in Sociology, 2012

Arizona State University – Tempe, AZ

CERTIFICATIONS & SKILLS

CERTIFICATIONS:

- [Google Analytics Certified](#)
- [Google AdWords Certified](#)
- [HubSpot Inbound Marketer Certified](#)

SKILLS:

- **Top Tools:** Google Analytics, Google Tag Manager, Optimizely, Tableau, Adobe Creative Suite, MixPanel, Advanced Excel.
- **Languages:** HTML, CSS, JavaScript, jQuery, SQL, R