

Mitchell Mondro

Marketing Specialist | Freelance Web Developer – Boston, MA

Portfolio: <https://mitch-mondro-portfolio.vercel.app/> • <https://github.com/mmondro>

Contact: mitch.mondro@gmail.com • <https://www.linkedin.com/in/mitchellmondro> • (978) 828 2027

EDUCATION

Clark University, Worcester, MA

Master of Business Administration (concentration: Information Management and Business Analytics)

Sep 2019 – May 2020

Bachelor of Arts, Management (Varsity Baseball) Sep 2019 – May 2020

Udemy

The Complete 2023 Web Development Bootcamp

Built Projects using HTML, CSS, Javascript, Node, React, MongoDB, Web3 and DApps

Nov 2022

WORK EXPERIENCE

Coghlin Companies, Westborough, MA

May 2019 - Present

Marketing Specialist

I was responsible for executing ABM campaigns to increase branding awareness and generate leads. I utilized SEO and SEM to improve online visibility and utilized various paid digital marketing platforms, including Google Adwords, Instagram, and Facebook. I also performed A/B testing to improve conversion rates and implemented automation to streamline KPI reporting. I successfully managed an intern to develop a LinkedIn campaign, resulting in a significant increase in leads.

- Improved conversion rate of marketing landing pages by 150% through A/B testing
- Automated marketing KPI reporting, saving approximately 6 hours of manual work each week
- Managed a team to develop a successful LinkedIn campaign, resulting in a dozen new leads

Dapper Bros Design, Boston, MA

Sep 2022 - Present

Website design agency I founded to build high quality websites for non-technical businesses. My iterative process focuses on creating a strong first impression and building trust with customers. In order to achieve this, I provide a range of services including design, copy writing, development, and deployment. As a result of my work, I have helped several small businesses increase their online presence and attract new customers.

Dassault Systèmes, Waltham, MA

Summer 2018

Brand Offer Marketing Intern

- Helped create and promote 2 webinars and 3 white papers for inbound and outbound marketing campaigns
- Wrote 10 emails and 5 landing pages for webinars and white papers
- Produced 5 infographics and 2 listicles to feature brand product benefits, resulting in a 15% increase in website engagement
- Developed a dashboard to present analytics findings, increasing visibility into customer journey data

PROJECTS

Clark Ureka Challenge: Sapeince News

Nov 2019 - Mar 2020

Lead a team to win a \$500 competition with a machine learning-powered web application that accurately predicted the bias and factualness of news articles with a 90% accuracy rate.

Ecommerce Website: Experiment Music

Nov 2020 - Mar 2022

Built and managed an ecommerce website called "Experiment Music" on the Shopify platform, leveraging an audience of 6,500 YouTube subscribers to drive traffic. Achieved an average of 1,500 monthly visitors, an average order value of \$20, and an average of \$100 in monthly sales. Employed A/B and multivariate testing methods to improve user experience and increase conversions.

AI Web App Copywriting Tool

Oct 2022

I developed an AI-powered web app copywriting tool to assist with my web development projects for clients. The tool uses machine learning to turn a company's description into website copy with a proven high conversion rate. I was responsible for the full development process, including researching and implementing AI technology, designing the user interface.

SKILLS / INTERESTS

Programming Languages/Frameworks: Javascript ES6, Python, HTML, CSS, SQL, Tailwind, Solidity, React, Next.js, Flask

Analytics Applications: Google Analytics, Google Ad Words, Optimizely, SEMrush, HubSpot

Design Applications: Adobe: Illustrator, Photoshop, Premiere, Figma, Wordpress, Webflow, Canva, Midjourney

Other Technical Skills: Microsoft Excel and PowerPoint, Survey Monkey, Alchemer

Interests: Baseball, Golf, Music Production, Travel, NFTs, Crypto, Writing, Powerlifting