

# MITCH MAROWITZ

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Ambitious advertiser and content manager with experience reporting to a CEO. Has seen up to 30% engagement on Facebook Ads and cut Google Ads CPC by 300% while increasing CTR. Led both small and large teams publishing visual and written content to websites and social media.

## EDUCATION

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CALIFORNIA STATE UNIVERSITY, FULLERTON — 3.6 GPA  
*Bachelor of Arts in Entertainment & Tourism Communications*

May 2019

## EXPERIENCE

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### ESPORTZ ENTERTAINMENT CORP.

*Digital Marketing Specialist*

January 2019 - November 2019

- » Edited news articles from a community of 50+ freelance writers
- » Marked up metadata for SEO and social structured snippets
- » Created targeted advertising campaigns through paid search and social media
- » Actively responded to messages from Slack, Discord, social, and two email accounts
- » Managed written and visual content, creating style guides and content planners
- » Produced creative content using the Adobe Suite, including Photoshop and Premier Pro
- » Developed and presented PowerPoint presentations to investors, advertisers, and partners
- » Tracked and analyzed data from websites, social media, podcast, events, and surveys

### AMERIPARK LLC x THE SHOPS AT MISSION VIEJO

*Manager*

August 2016 - September 2018

- » Fostered a valet staff of 4-8 employees at a time
- » Satisfied customer concerns, complaints, and claims
- » Balanced all employee shift schedules
- » Assisted in recruiting, interviewing, and screening new employees

## SKILLS

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FACEBOOK ADS	● ● ● ● ●
INSTAGRAM ADS	● ● ● ● ●
GOOGLE ADS	● ● ● ● ●
GOOGLE ANALYTICS	● ● ● ● ●
MAILCHIMP	● ● ● ● ●
WORDPRESS	● ● ● ● ●
HTML 5	● ● ● ● ●
CSS	● ● ● ● ●

PHOTOSHOP	● ● ● ● ●
PREMIERE PRO	● ● ● ● ●
INDESIGN	● ● ● ● ●
AFTER EFFECTS	● ● ● ● ●
ELEMENTOR	● ● ● ● ●
POWERPOINT	● ● ● ● ●
SPREADSHEETS	● ● ● ● ●
SURVEYS	● ● ● ● ●