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JOSEPH COLARUSSO

DIGITAL MARKETER

Education

Boston College Wallace E. Carroll School of Management

August 2023

- Master of Business Administration
- Master of Science in Finance

May 2014

- Bachelor of Science in Management

Expertise

- Search engine optimization
- Content marketing
- Website development
- Brand marketing
- Product marketing
- Social media
- Conversion rate optimization
- Analytics and reporting

Computer Skills

- HTML
- R and Python programming
- SQL and databases
- WordPress and Squarespace CMS
- Advanced Microsoft Excel

Special Projects

- 2024: AMS Consulting Keyword Strategy
- 2024: Trico and Arlin Speciality Films Website and Analytics Audits
- 2023: Green Newton Online Marketing Plan
- 2023: Western Razor Startup Marketing Plan
- 2021: Wharton Online Entrepreneurship Certificate
- 2021: University of Michigan Online Python Certificate

Digital marketing professional with experience managing brand and performance campaigns across different industries. Commands SEO and organic marketing strategies to help businesses utilize digital channels and achieve acquisition and retention goals. Partners with internal and external stakeholders to align marketing goals with overall business strategy. Proficient in Italian.

Professional Experience

CloudControlMedia | Director of SEO

2021 – Present

- Develop SEO and website strategies for eight clients across industries such as higher education, finance, and home services
- Manage small team of SEO specialists and freelancers
- Perform technical website audits that include page load speed, page response codes, crawlability, link profiling, sitemaps, etc.
- Create and manage Google Analytics 4 and Search Console properties
- Build SEO reporting dashboards that highlight key performance indicators and insights
- Conduct keyword research and competitor analysis with tools like SEMrush
- Map customer journey that includes all online touchpoints
- Partner with content marketing team to create editorial calendar
- Optimize on-page content such as blogs and product pages
- Update meta tags and schema markup on webpages
- Share monthly reports and quarterly business reviews with clients
- Optimize off-site organic platforms such as Google Business and YouTube
- Partner with conversion rate optimization team to implement usability best practices on website

ESM Digital | SEO Manager

2019 – 2021

- Completed SEO deliverables, including website and Google Business Profile updates, for four clients; Organic website sessions increased 20% across four websites from 2019 to 2020
- Optimized on-page elements of SEO such as headers, images, and keyword density; Total organic keywords increased 35% across four websites from 2019 to 2020
- Monitored website usability with heatmaps and clickmaps
- Implemented Google Business strategy for two local SEO clients
- Partnered with content marketing team to create blog strategy to win featured snippets and other zero-click search features

CCA Global Partners | Digital Content Coordinator

2016 – 2019

- Managed web strategy for 250 Carpet One websites; Developed custom webpage and homepage templates for partner stores
- Created at least 10 new webpages, including blog posts and news articles, per day using Sitecore CMS platform; Organic traffic increased 33% and conversions increased 35% over three years