



JOEY MONTANO

DIGITAL MARKETING CONSULTANT
+ SR. STRATEGIST

SUMMARY

Former Co-Founder & Marketing Director of Digital Agency SmashMetrics (acquired by RevUnit in early 2014). Became a consultant & owner of Jomonjo in 2017.

10+ years experience in helping amazing organizations create and execute thoughtful, effective marketing strategies. Discipline in multiple facets of digital marketing

SKILLS

E-commerce

Shopify, Magento, WooCommerce

Search Engine Optimization

Bing, Google, Apple Store, Amazon, Pinterest, Facebook

Pay Per Click

Google Ads, Bing Ads, Facebook Ad Manager, Amazon, Pinterest, Display, Retargeting

Conversion Rate Optimization

A/B Testing, VWO, Optimizely, Unbounce, Leadpages, Sitewide Testing, Personalization

CRM Tooling

Hubspot, Salesforce, Infusionsoft

Data, Analytics & Reporting

Google Analytics, KISSmetrics, CrazyEgg, HotJar, Doubleclick, Brightedge, Tableau, Excel

Other Skills

Content Strategy & Management, Multi-local Enterprise Marketing Implementation, Gamification, Frontend Code (HTML, CSS, PHP), Project Management (Monday, GatherContent, Asana, etc), Strategic Consulting, Competitive Research

CONTACT INFO

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Website: <https://jomonjo.com>

Location: Las Vegas, NV

PROFESSIONAL EXPERIENCE

Jomonjo

Digital Marketing Consultant & Owner

Jan 2013 - Current

A digital solutions & success consultancy that focuses on actionable marketing results in e-commerce, non-profits, other niches. I consult and freelance on top of my other work..

RevUnit

Sr. Strategist

Jan 2014 - Current

Responsible for the growth and success of client expectations ranging from Fortune 500 clients to agile startups. Employed 2014-2017 and became a contractor in 2017 - current.

- Create digital marketing & business strategies for clients needs including SEO, PPC, CRO, and analytics tracking & reporting.
- Analyze, report, and consult on user behavior with both qualitative and quantitative data for web and mobile to increase user adoption & retention.
- Consults and supports clients in understanding the proper metrics of marketing and product success.
- User testing, user interviews, behavioral road mapping, consumer persona journeys.
- Collaborate with the UX team, designers, and developers.
- Point of contact for client communication and provide continual consulting

SmashMetrics

Marketing Director

2013 - Jan 2014

Co-Founder and Marketing Director of our high-impact site conversion optimization and digital marketing agency.

- Plan and execute online marketing efforts that ultimately led to the acquisition by leading technology development agency RevUnit.
- Develop and implement optimized paid search campaigns (Google Adwords, Bing Ads, Facebook Ad Manager).
- Managing and refining SEO/SEM strategy for a wide variety of clients to increase qualified organic search engine rankings (Google / Bing / Yahoo)
- Consulted site architecture, navigation, and usability of scalable websites.
- Managed product communication and timelines on multiple sized clients.
- Growth Strategy

DrVita.com

Search Marketing Manager

2012 - 2013

Emphasized on lean, agile marketing implementation that focused in on highly efficient work for massive impact. Strategy implementation has resulted in what can only be called "hyper-growth" of DrVita.com.

- Marketing includes high ROI activities to develop a high quality user experience, brand building and a highly loyal customer base.
- Implementation includes: search engine optimization / marketing (SEO/SEM), retargeting campaigns, social media, content strategy and marketing, localization, and CRO.

EDUCATION

Grand Valley State University, all, MI

2004 - 2008

B.B.A In Business & Marketing

JOEY MONTANO

ACHIEVEMENTS & HIGHLIGHTS

ACHIEVEMENTS & HIGHLIGHTS

Included in this section are highlights & achievements from various projects and campaigns throughout my professional career.

SCHOOL OF ROCK CASE STUDY

- Managed School of Rock Adwords accounts for 180+ school locations.
- 65% increase in conversion rate.
- 500% increase in lead volume.
- 80% decrease in cost per acquisition (\$100 to less than \$20 per lead).

INTERNATIONAL MOVING COMPANY

- Execute national-level SEO & content strategy project.
- Multiple brands & mass local website strategy.
- Currently: **40%** increase in YTY Leads in 2018 & record breaking sales in 2015.

ECOMMERCE COMPANIES (MULTIPLE)

- 120% increase in revenue & 50% increase organic traffic for a jewelry client in 2 months.
- 220% conversion rate increase, 900% revenue growth & 350% increase in organic traffic in 3 months for an e-commerce client (nutraceuticals).
- Decreased CPA of a client by 94% in less than 6 months.
- Helped grow a local electronics e-commerce store from 9 to 17 employees in a year with 50% growth in revenue.
- Amazon optimization: B2C Client sales from \$300/month to \$100K/month in 8 month span.
- Amazon optimization: B2B client improved sales 600% in sales one month.

OTHER HIGHLIGHTS

- 1600% YTY increase in leads for local camp via organic SEO traffic.
- Assisted PPC efforts for a non-profit program and went from 1 seat (2016) to over 150+ seats (2017).

PUBLICATIONS

8 Big Mistakes Small Businesses Make Online

<https://www.theselected.com/marketing/8-big-mistakes-small-businesses-make-online/>

Ultimate Guide To Google Ad Grants For Non-Profits

<https://jomonjo.com/ultimate-guide-google-grants-approved/>

How Fortnite Streamer 'Ninja' Makes At Least \$1,500,000+ Monthly

<https://jomonjo.com/how-much-ninja-makes-1-5-million-streaming/>

COMMUNITY

Public speaking in Las Vegas for non-profits and getting started with Google Adwords

Key speaker for a private company conference 3 times over 5 years over latest organic marketing trends.

Currently in the process of a new career related podcast

REFERENCES

Available Upon Request