

Matthew C. Caputo

Digital Marketing Specialist | SEM, SEO, Web Design

Contact Me

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About Me

I am a highly-motivated full service Digital Marketer specializing in Search Engine Marketing and Web Design services. A Business Administration graduate from the University of San Diego certified in Google AdWords I bring a positive attitude and keen interest in marketing and web design.

My goal is to help businesses grow by building and optimizing effective digital marketing campaigns.

My Relevant Work Experience

GTR Meetings and Events

Marketing & Technical Support Associate

- Manage all digital marketing campaigns: AdWords, Bing, & LinkedIn
- Provide technical support for all GTR technology including mobile apps and registration websites
- Front End Web Development - creating and maintaining targeted landing pages for all PPC web traffic

Western Youth Services

Vista AmeriCorps Volunteer

- Manage all digital marketing, email marketing, and social media efforts
- Engage partners, advocates, and donors to promote and support the WYS mission and vision
- Facilitate website development, migration, and rebranding

Excellent Education Development (ExED)

Accounting Analyst

- Process Accounts Payable
- Examine various accounting data for accuracy and compliance with applicable financial regulations.

Karl Strauss Brewing Company

Community Events Assistant

- Manage event accounts including: Petco Park, Sleep Train Amphitheater, and Viejas Arena.

My Education

University of San Diego

San Diego, CA | 2009 - 2012

Bachelor's Degree in Business Administration

Mesa College

San Diego, CA | 2006 - 2008

Associate's Degree

Serra High School

San Diego, CA | 2002 - 2006

High School Diploma

My Skills



AdWords



Bing Ads



LinkedIn Ads



Landing Pages



HTML



CSS



Illustrator



Photoshop



Excel

My Top 5 Personal Traits

Positivity	★★★★★★
Problem Solving	★★★★★★
Communication	★★★★★★
Time Management	★★★★★★
Team Work	★★★★★★

My Certifications

Google AdWords Certified Professional

AdWords Fundamentals
Display Advertising
Shopping Advertising

Search Advertising
Mobile Advertising

Google Analytics Individual Qualification (IQ)

Advanced Google Analytics
Ecommerce Analytics: From Data to Decisions
Google Tag Manager Fundamentals

My Hobbies & Activities



Coding



Sports



Biking



Travel