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BEN MASSOURAS

DIGITAL MARKETING SPECIALIST



PROFESSIONAL SUMMARY

I am a Digital Marketing Specialist who has 4 years' experience in social media, content creation, and analyzing data for campaigns. Strategic and innovative with a passion for driving brand awareness and growing businesses through digital campaigns.

EMPLOYMENT HISTORY

AUG, 2022 - PRESENT

Digital Producer, Feel Good Action

- Develop and execute successful influencer campaigns to drive voter registration numbers
- Combine organic social media with paid social media on META/LinkedIn to drive higher results
- Collaborate with non-profit clients to develop and execute effective influencer campaigns that drive voter registration numbers and manage Google Ad Grants accounts
- Develop and implement digital marketing strategies to generate leads and increase brand awareness for Feel Good Action.
- Collaborate with creative team to develop compelling digital content that aligns with brand and campaign objectives
- Track and analyze key performance metrics for influencer campaigns, social media, and paid ads and optimize strategies based on data insights

JAN, 2022 - AUG, 2022

Social Media Marketer, RYNO Strategic Solutions, Phoenix, AZ

- Maintain latest social trends, marketing tactics, and obtain a deep understanding of all social platforms for 15 clients
- Develop, analyze, and optimize Facebook and Instagram paid ad campaigns
- Develop and post organic content using SEMrush
- Utilize Canva for content creation for Instagram Posts and videos

EDUCATION

2014 - 2018

Bachelor of Music in Musical Theatre, Arizona State University, Tempe, AZ

Graduated Summa Cum Laude with a 3.92 GPA

2020 - 2021

Master's of Science in Digital Marketing Communications, West Virginia University, Morgantown, WV

Graduated Summa Cum Laude with a 4.0 GPA

SKILLS

Social Media Marketing

Content Creation

Google Analytics

SEMrush

Canva

Meta/TikTok/LinkedIn/Google Ads Manager

Paid and Organic Social Campaign Creation

Copywriting

Influencer Campaigns

Google Ad Grants

Digital Marketing

Campaign Optimization

LINKS

[LinkedIn](#)

[Ben Massouras Website](#)