

JAMES PISTELL

TECHNICAL MARKETING MANAGER

INFO

PHONE
3155765094

EMAIL
jamespistell@gmail.com

LINKS

[GitHub](#)
[LinkedIn](#)
[Portfolio](#)

SKILLS

JavaScript (ES6)
HTML/CSS
Facebook Marketing
Google Ads
Google Analytics
Copywriting
Photoshop/Illustrator

PROFILE

Experienced digital marketer and front end web developer. Currently commissioned officer in the United States Army National Guard.

EMPLOYMENT HISTORY

Technical Marketing Manager, YPC Media

Rochester, New York

Jan 2018 - Present

I combine web development programming knowledge with marketing experience to create unique digital marketing solutions for a wide array of clients and industries. Strong emphasis on Facebook ads and front end web development.

- Created a marketing funnel for a roofing client that increased their volume of leads by 222% in a 3 month period. Everything from landing page design, email drip campaign automation, 'tripwire' product creation, remarketing, ad design and digital marketing campaigns were all utilized in this successful campaign and the client was retained.

PPC Manager, Honeyguide SEM

Rochester, New York

Sep 2013 - Jan 2017

Managed PPC, eCommerce and other marketing accounts for several clients in Facebook, Google AdWords, Bing AdCenter, Amazon Seller Central & Instagram.

- Created a web application in JavaScript and PHP for a client that allowed him to scrape and store data of various Instagram accounts to streamline the process of finding potential Social Media influencers. This application helped retain my client and improved his company's marketing efficiency.

Executive Officer, Army National Guard

Rochester, New York

Dec 2011 - Present

Executive Officer in the rank of 1st Lieutenant in an Army National Guard cavalry scout troop located at Geneva, New York. Directly responsible for the health, welfare and duties of 70 soldiers, including over \$25 million dollars worth of equipment. MOS 19A

Webmaster, Self Employed

Rochester, New York

Jan 2010 - Jan 2017

Manages a portfolio of personal and client web sites as well as their servers. Responsible for maintaining their uptime, security, billing, PPC, SEO, web design & development.

- In 2013 I built an automotive website with my own custom WordPress plugins and theme that has generated over 6 figures in income and over 9 million sessions to date.

EDUCATION

**State University of New York College at Brockport,
Bachelor of Science, History**

Brockport, New York

Aug 2008 - Dec 2011

**Monroe Community College, Associate of Science,
Liberal Arts**

Brighton, New York

Aug 2006 - Jun 2008

CERTIFICATIONS

Facebook Blueprint Buying Professional

Apr 2017 - Nov 2018

Blueprint Certification is Facebook's credentialing program for digital advertising professionals who demonstrate advanced proficiency in Facebook marketing.

Google AdWords

Jan 2017 - Jan 2018

Google Analytics

Jan 2017 - Jan 2018

CompTIA Network+

Jul 2005 - Present

CompTIA A+

Jan 2005 - Present