

Ivan Basile

Digital PM + Marketing Strategist

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Brief Summary

Metric-focused Digital Project Manager + Marketing Strategist, specializing in calculated campaign execution and goal-driven business objectives. Proven ability to manage large-scale web + print projects, as well as launch and refine diverse SEM initiatives with results including:

1.2M

ROAS within 10 months
of executed PPC campaigns
for current employer

35.4%

Conversion Rate for 20,619
Organic Leads generated
with SEO to LP Strategy

50+

Managed Projects
with budgets from
\$35K - \$300K

Digital Marketing Manager

Infinix Media • Fort Lauderdale, FL • InfinixMedia.com

2015 - Present

Recruited by a startup lead-generation company to research + implement a scalable digital marketing division focused on producing quality healthcare leads for buyers. Challenges included entering a competitive space and acquiring lead volume at an incredibly-difficult CPA. Built quality-centric, PPC campaigns that championed the path to stability and exponential growth within the first year of company operations, **resulting in over 40.59% expected company profits**. Additional responsibilities included Project Mgmt + Creative Direction for in-house branding, websites, and trade show collateral. **Responsible for \$200k/month PPC Adspend with lifetime ROAS of \$1.2M.**

Web Director + Marketing Manager

FSD • Coral Springs, FL • FramelessShowerDoors.com

2013 - 2014

Brought on to Develop a broad range of marketing initiatives following the launch of FSD's large-scale, custom e-commerce website. Accountable for web analytics, PPC lead generation, social media marketing, multivariate testing, email marketing + list building, SEO strategy, and Magento web management for products + content pages. **Responsible for \$750k/year marketing budget with lifetime online sales increasing by over 1100% from previous comparable time period.**

Lead Project Manager

OGK Creative • Delray Beach, FL • ogk.agency

2011 - 2013

Drove all aspects of creative + web development projects for high-end clients with budgets ranging from \$35,000 to over \$300,000. Accountable for managing daily production, ongoing projects, and all new product launches with an in-house team of 11 employees and outside vendors. Gathered + analyzed project requirements to develop technical specifications, defined user experience, and prepared in-depth documentation to deliver complex projects within strict budget and time constraints.

Creative State

2014 - Present

My cause-based startup which shares and promotes art + fashion by the South Florida community in an effort to raise money for Art Education and Creative Learning. To date Creative State has donated a few thousand dollars and various musical instruments to a handful of South Florida causes, through e-commerce sales + event vending.

Consulting + Mktg + Branding + Design

2014 - Present

Freelance services specializing in Consulting + Digital Strategy + Creative. From pro-bono work for non-profits to digital consulting for multi-million dollar investment companies, I've worked on wide range of rewarding projects. **Highlights include securing a 1 year arbitrage contract with an International Media company for 1000s of free, affiliate marketing leads positioned on sites such as WebMD.com and MayoClinic.org**

Florida Atlantic University

Bachelors May 2010 - Multimedia Journalism

Florida Atlantic University

Continuing Education 2012 - Intro to Project Management

Skills + Platforms

Digital Marketing Strategy, Client Relations + Mgmt, Web + Print Project Mgmt, Google Analytics, Google Adwords, CMS + Web Applications, Mobile Planning, UI/UX Strategy + Testing, Print Making, Email Marketing + List Building, Wordpress, Magento, Google Webmaster Tools, Mailchimp, Basecamp, Bing Ads, Adobe Creative Cloud, Microsoft Office 355 Suite, Mac and PC Platforms, Facebook Advertising, SEMrush, Tech Spec Planning

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EXPANDED EXPERIENCE DETAILS

Digital Marketing Manager

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2015 - Present

Selected Results

- Generated **111,317 Data leads within first 10 months** of campaigns at a **35.2% Conversion Rate** and a **\$8.02 CPA** for Infinix – total **profit from data exceeding \$781k**
- Implemented Click-to-Call campaign that **required \$0 in additional Ad Spend**, creating over **26k calls at a price of \$20/call** – total **profit from calls exceeding \$520k**
- Directly responsible for **company growth of 5 to 21 employees + customer acquisition of 6 to 16 lead buyers** with revenue + quality credited to Digital Marketing Dept

Strategies

- Worked closely with company heads and sales division to define project specifications, client requirements, and strategy to ensure technical feasibility - resulting in over 40.59% expected company profits
- Managed external and internal SEM resources to research + develop keywords, create + test ad copy, manage bids of PPC campaigns, as well as analyze SEO + PPC campaign data. Optimizations were made accordingly utilizing tracking and analytics platforms to deliver maximum return
- Daily Evaluation of data insights from a real-time perspective, pulling analytic reports and creating strategies to enhance audience development and interaction
- Personally wrote copy, produced + edited creative, and leveraged agency connections, saving thousands of dollars per year in production costs while still creating high-quality and conversion-driven website experiences

Web Director + Marketing Manager

FSD • Coral Springs, FL • FramelessShowerDoors.com

2013 - 2014

Selected Results

- **Generated 20,619 Organic Leads with a 35.41% Conversion Rate** for Implemented 'SEO to Landing Page Strategy'
- Launched email marketing + list building initiatives to create **40k+ targeted email list** for segmentation and strategic marketing promotion
- **Improved Organic + SEM traffic by over 120%** while lowering bounce rates and **producing over 560 sales lifetime from digital campaigns**

Strategies

- Created scalable digital SEM + SEO campaigns that aggressively increased site traffic and customer base
- Managed, measured, and reported all performance marketing campaigns to evaluate all business goal objectives and brand awareness initiatives
- Crafted social media approach to be published across multiple channels, with strong understanding of conversion-effectiveness between each platform
- Built trust, managed, and maintained strong relationships with vendors, publishers, and partner agencies

Lead Project Manager

OGK Creative • Delray Beach, FL • ogk.agency

2011 - 2013

Responsibilities Overview

- Led **delivery of over 40+ complex web, print, and branding projects**, while playing a key role in client acquisition + retention by providing continual project transparency and strategy recommendations
- **Salvaged troubled project worth \$75k, by assuming accountability + aggressively stepping in shortly after hire.** Met with clients, identified issues + bottlenecks, put together new project plan, and delivered on time and within budget. Offered in-house position as Web Director + Marketing Manager as a result
- Assisted in the definition of project technical specifications and client requirements, while coordinating with all relevant creative departments to ensure development feasibility and resource availability