

## Joseph J. Garite II

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### INTERNET MARKETER

*Specializing in E-Commerce, Search Engine Optimization & Marketing Management*

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A highly competitive, dedicated and disciplined Internet Marketer and Webmaster with more than four years of experience in marketing planning and analysis and twelve years in the web industry. **I am seeking a position that is primarily focused on Internet marketing within the e-commerce industry.**

Demonstrated success in:

- **Branding and positioning** a new company into a field of aged competitors.
- **Increased sales** and conversion rate
- **Designing creative product marketing campaigns** targeted at on-line consumers.
- **Motivating coworkers** to peak performance levels.

### CORE SKILLS

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|------------------------------|------------------------------|-----------------------------|
| • PPC Campaign Management    | • Facebook/Twitter Marketing | • Budgeting / Forecasting   |
| • Market Analysis            | • Affiliate Management       | • Financial/Traffic Reports |
| • Shopping Engine Management | • HTML/CSS/Photoshop         | • E-mail marketing          |
| • Vendor/Account Manager     | • Search Engine Marketing    | • SEO/Google Analytics      |
| • Magento E-commerce         | • WordPress/Joomla           | • PHP/MySQL                 |
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### HIGHLIGHTED CAREER ACHIEVEMENTS

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- **Revenue Generation** - Within three months of re-launching a website, we saw an increase of 350% and have continued to grow.
  - **Account Development** – Generated long-term, repeat buyers via a Business Program for Direct Buy Lighting.
  - **Strategic Planning** – Created a 12 month strategic marketing plan to spread the brand name of Direct Buy Lighting and increase sales. To date, this plan is successful.
  - **Effective Marketing** – Increased number of sales by 244%, conversion rate by 226%, and total number of visitors by 6% compared to last year.
  - **Magento User Specialist** – After using Magento Enterprise e-commerce platform for several months, I have become the specialist at Direct Buy Lighting on the software from coding to administrating.
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### PROFESSIONAL EXPERIENCE

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#### **DIRECT BUY LIGHTING, Brooklyn, New York**

**2009 – Present**

Quickly received further responsibilities based on proven management and team leadership skills. Strategic planning and marketing skills quickly placed me as the E-commerce Project Manager.

*E-Commerce/Magento/Marketing Manager, 10/10 to Present*

- Within six month of website launch, generated over a quarter million in sales.
- Study product and brand trends throughout the year to prepare for the next year(seasonal items)
- Responsible for promoting company brand name using social media and press releases
- Examine reviews and research data of customers to expand customer base based on customer segments.
- Responsible for managing online campaigns including pay-per-click ads, Amazon, Buy.com and Sears Marketplace
- Analyze products and sales to determine most profitable items to promote
- Design, code, and deliver e-mail campaigns on a monthly basis to promote sales and request reviews for the company
- Managed affiliate programs (Pepper Jam and Share A Sale) including creation of banners, textual promotions, and monthly updates to the affiliates
- Managed datafeed creation and optimization for comparison shopping engines including Google Products and Bing Shopping, as well as Nextag, PriceGrabber, Shopping.com and other CSE websites.
- Responsible for search engine optimization (SEO) for DirectBuyLighting.com
- Create monthly financial reports for VP and forecast the next quarter's financials
- Analyze business and sales trends using Magento Enterprise reporting systems
- Study Google Analytics to better understand the demographics and best times to advertise and capture the most sales in any given week/month

**EXPRESSIVE LIGHTING, Brooklyn, New York****2009 – Present**

The parent company of Direct Buy Lighting, I have revamped their website for a more professional look and have given the end-user the ability to contact them via the website.

***Webmaster, 11/09 to Present***

- Revamped ExpressiveLighting.com using HTML standards and CSS for optimal page load time
- Designed and begun building a secondary website – PreciseLED.com – using Photoshop and Wordpress
- Local Search Engine Optimization (SEO)

***E-commerce Project Manager, 11/09 to 10/10***

- Designed the layout and graphics for the new DirectBuyLighting.com website (Launched)
- Worked with consulting group to plan the necessary functions of the website
- Held bi-weekly meetings to discuss the progress with the owner of the company
- Collaborated product lines to be imported into Magento (e-commerce platform) with product specialist and data entry personnel
- Trained employees how to use the Magento administrative area

**RED BARN TECHNOLOGY GROUP, Binghamton, New York****2007 – 2009**

Worked closely with the Senior Web Developer and Graphics Department to promote e-commerce website

***Internet Marketer/Web Developer, 05/07 to 11/09***

- Promoted brand name computers over comparison shopping engines such as PriceGrabber, Nextag, and SortPrice
- Promoted brand name computers over an eBay store. Managed the products sold and listed as well as customer relations.
- Promoted brand name computers over an Amazon store, managing the prices compared to the competition and the products listed.
- Built a CMS website for the company's business to business department, RedBarnHPC.com using Joomla
- Distributed Press Releases on several custom built high performance computers
- Managed search engine optimization for RedBarncomputers.com, RedBarnHPC.com, and Hackerthreads.com

**JOMASHOP, New York, New York****2006 – 2007*****Web Developer***

- Worked with Yahoo! RTML and Yahoo! Store Manager
- Managed a team of 4 to maintain a large e-commerce store
- Updated the website and marketing e-mails with HTML and CSS

***Internet Marketer***

- Researched customer awareness about the company
- Worked hands on with the graphic artist for marketing materials such as banners and header graphics
- Managed search engine optimization for Jomashop.com

**TRUSTY SOLUTIONS WEB DESIGN STUDIO, Staten Island, New York****2004 – 2006*****Junior Web Developer***

- Worked on portfolio, brochure and e-commerce websites
- Trained in PHP and MySQL, Search Engine Optimization, and Local Marketing Search Tactics
- Responsible for closing projects and meeting with clients

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**EDUCATION**

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**Bachelor of Science in Business Administration in Marketing**Colorado Technical University Online  
2012**Associates of Applied Science in Digital Media**Katharine Gibbs  
2004