



MARCELLO TOSTI

EDUCATION

University of Ontario Institute of Technology
B.A. in Communication & Digital Media Studies (2015–2019)

Centennial College
Graduate Certificate in Advertising – Creative Digital Strategy
(2020–2021)

CERTIFICATIONS

Google Fundamentals of Digital Marketing (2020)
Google Analytics for Beginners (2020)
Social Media Marketing (Hubspot, 2021)
Digital Strategy (LinkedIn, 2021)
Email Marketing (Hubspot, ongoing)
Marketing 101 (Jyll Saskin Gales, 2022)
Google Ads Search Certification (2023)
PPC Foundations II (Simplilearn, 2024)
Google Analytics Individual Qualification (GAIQ) (2024)

CONTACT

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PORTFOLIO: [MARCELLOSTICREATIVE.COM](https://marcellosticreative.com)

PROFILE

Versatile Digital Marketing, SEO, PPC, and Content Specialist with proven success across diverse industries, including real estate, e-commerce, and tech. Combines creative storytelling with data-driven strategies to drive engagement and maximize ROI. As a PPC Specialist, managed 100+ campaigns at an average cost per conversion under \$15, consistently surpassing industry benchmarks. Reliable, organized, and creative, with a track record of executing full-scale digital campaigns from concept to launch and fostering cross-functional collaboration to deliver measurable, high-impact outcomes.

SKILLS

Specialties

Strategic campaign optimization and account management
Advanced SEO techniques (content strategy, technical SEO, on-site optimization, A/B test)
Data-driven marketing, performance analysis
Creative copywriting and storytelling for B2B and B2C audiences
Social media strategy and audience engagement
Web Design, UX Optimization, & HTML/CSS

Tools and Software

Analytics & SEO Tools: Google Analytics (GA4), SEMRush, Ahrefs, Search Console
Advertising & Campaign Management: Google Ads, HubSpot, Facebook Ad Manager, Sprinklr
Creative Tools: Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premiere Pro), Canva
Social Media Platforms: LinkedIn, Instagram, Facebook, Twitter/X, Pinterest, YouTube
Web Development: WordPress, Renaissance CMS
Email Marketing Platforms: MailChimp, Drip

EXPERIENCE

SEO SPECIALIST | PPC SPECIALIST

REAL ESTATE WEBMASTERS | MARCH 2023 - PRESENT

- Managed 100+ PPC accounts, maintaining a portfolio-wide average cost per conversion of ~\$15—surpassing industry benchmarks.
- Maximized client ROI and enhanced lead quality through targeted Pay-Per-Click optimizations and data-driven campaign management.
- Built dedicated PPC landing pages and monitored Google Ads performance, continually refining keyword and targeting strategies to improve conversion rates.
- Developed and optimized SEO-friendly content (blogs, community pages, property listings, buyer guides, drip campaigns, etc.), resulting in ~50%+ increase in organic website traffic across diverse real estate niches.
- Collaborated in the design and launch of award-winning custom real estate websites using Renaissance CMS—leveraging advanced performance optimization, mobile responsiveness, and seamless UX enhancements.

SENIOR COPYWRITER

TRANSIRIS | DECEMBER 2022 - MARCH 2023

- Led cross-platform campaigns for Fortune 500 clients, collaborating with global teams to create innovative brand platforms, conference assets, and data-driven social campaigns.
- Developed high-impact video scripts, branded digital content, and email campaigns, driving a 20% lift in user engagement and measurable ROI.
- Mentored junior team members in campaign management and ad copy strategy, improving efficiency and consistency across multiple projects.
- Optimized landing pages by refining messaging and implementing SEO best practices, increasing lead generation and enhancing user experience on the Transiris website.

COPYWRITER | IN-HOUSE CONTENT CREATOR

SILK & SNOW | DECEMBER 2021 - NOVEMBER 2022

- Owned the entire content lifecycle—from strategy, planning, and creation to optimization—across email, social media (Instagram, Facebook, LinkedIn, Twitter), and website content (blogs, press releases, landing pages, video scripts).
- Managed freelance contributors, proofreading and editing deliverables to ensure consistency with Silk & Snow's brand voice, style, and quality standards.
- Improved SEO visibility using SEMRush, Google Analytics, Google Search Console, and A/B testing—driving a measurable increase in organic traffic across key digital channels.
- Led video ad production and paid social campaigns, achieving a 30%+ lift in email open rates by refining subject lines and messaging for product launches and other promos.

MARKETING COORDINATOR | SOCIAL MEDIA MANAGER

CAST APP INC. | MARCH 2021 - NOVEMBER 2021

- Developed and executed multi-platform social media strategies (Instagram, Facebook, TikTok, X) and massive user outreach, achieving a 7-10% daily user increase and ~10,000 Instagram followers in the first 6 months.
- Coordinated U.S. cross-country university tour activations, resulting in ~500-700+ new app downloads per day, significantly expanding the initial user base.
- Implemented metrics-driven content & video strategies with clear KPIs, collaborating across departments to align traditional & digital marketing for consistent brand message.
- Produced digital promos, newsletters, & guerrilla marketing assets to promote app usage, while monitoring Apple App and Google Play Store UX—auditing usability and design.