Ben Gottesman – Digital Marketing Specialist

Email: bengottesman.digital@gmail.com | *LinkedIn*: linkedin.com/in/ben-gottesman | *Portfolio Website*: benscoolwebsite.com

About Me

Former sales leader turned hands-on digital marketer, driving measurable growth through multi-platform content creation and website optimization. I combine an analytical mindset with creative experimentation to deliver impactful campaigns and strategies.

Core Skills

- **Digital Marketing & Content:** Content strategy, social media (LinkedIn, Instagram, X), blog writing, storytelling, technical SEO Auditing, Conversion Rate Optimization (CRO).
- **Strategy & Growth:** Funnel optimization, campaign strategy, audience engagement, conversion-focused UX improvements.
- **Analytics & Tools:** GA4, GTM, WordPress/Elementor, Salesforce, Google Workspace, Meta Business Suite, Screaming Frog.
- **Soft Skills:** Project ownership, leadership, client relationship management, multi-channel strategy execution.

Key Achievements

- **"Elite" Site Performance:** Optimized a WordPress ecosystem from "Poor" to "Good" Core Web Vitals, achieving a **92/100** PageSpeed score and reducing LCP by **64%**.
- **High-Volume Content Engine:** Scaled organic reach to **34k+** unique accounts with **64.5k+** total views in 21 days for a hospitality client.
- **Strategic Audience Growth:** Driven **+300%** organic impressions and **+400%** new audience reach via data-backed content iteration on personal channels.
- **Top 20 National Advisor:** Ranked **#20 of 150+** advisors at Equinox, leveraging CRM/SMS automation to drive **40–70** sales/month.
- **Foundational Entrepreneurship:** Launched and scaled a local service brand to **100+** clients with a **40%** repeat rate over **2+** years.

I architect and execute measurable audience growth, lead generation, and conversions across diverse industries using organic, CRM, and content-driven strategies.

Professional Experience

Growth Marketing & Digital Operations | Self-Directed | May 2025 – Present

- Architect and maintain a high-performance WordPress/Elementor ecosystem optimized for Core Web Vitals (**92/100** PageSpeed).
- Execute ongoing performance optimization, reducing LCP by **64%** and server response time by **60%**.
- Manage multi-channel content distribution across LinkedIn, Instagram, and X, ensuring brand consistency and engagement.
- Deploy and manage **GA4** and **Google Tag Manager** to track attribution, user behavior, and conversion events.
- Drive measurable growth through iterative testing: **+300%** impressions and **+20%** follower growth.

Senior Sales Advisor (Growth and Retention) | Equinox | Nov 2021 – Nov 2024

- Executed targeted email and SMS campaigns using Salesforce, exceeding sales goals (**40–70** sales/month).
- Leveraged CRM data to personalize member communications, boosting retention and referrals; managed **500+** member portfolio.
- Ranked **#20 of 150+ advisors** company-wide.
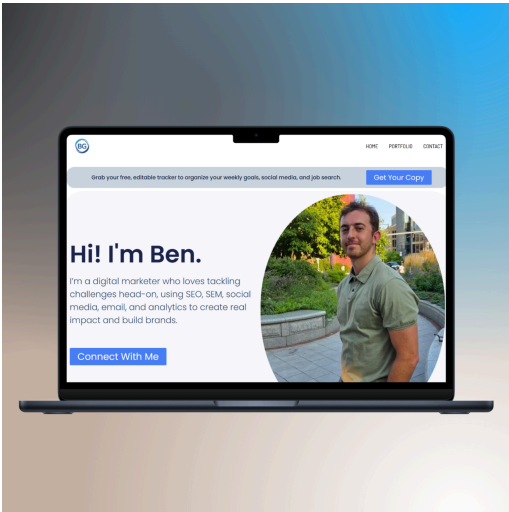- Leveraged personal branding and content strategy to increase member acquisition and organic referrals.

Founder | 2 Broke Seniors Yard Services | Jun 2020 – Nov 2021

- Launched and scaled a local brand to **2,000+** contacts via Facebook outreach and neighborhood campaigns.
- Managed **100+** client relationships; maintained a calendar consistently booked two weeks in advance.
- Refined messaging and services using client feedback and performance data, generating a **40%** repeat-client rate.

Portfolio Projects

Digital Marketing Systems & Growth Architecture | Personal Portfolio

- *Challenge:* Establish a credible professional footprint while building a high-performance testing ground for technical SEO, analytics, and content-driven growth.
- *Action:* Launched a custom WordPress hub integrated with **GA4/GTM** for real-time attribution. Executed a full technical SEO audit using **Screaming Frog** to remediate "Poor" performance signals via asset compression and semantic restructuring.
- *Result:* Achieved an **"Elite" 92/100** PageSpeed score and **100%** H1 compliance. Reduced LCP by **64%** and drove **150+** unique website users in 90 days, validating a high-conversion social-to-site funnel.

Torres Baseball Academy | Technical SEO & Growth Roadmap

Status: Phase 1 (Diagnostic) Complete | Phase 2 (Execution) In-Progress

- *Challenge:* Resolve a "Mobile Performance Crisis" (20.1s LCP) driving high user abandonment and lost registration revenue during peak enrollment windows.
- *Action:* Performed a deep-dive technical audit using **Screaming Frog** and **PageSpeed Insights**. Identified server-level indexation errors (**406 Error**), structural "Hierarchy Gaps" in SEO, and high-friction URL slugs.
- *Result (In-Progress):* Delivered a 30-day Strategic Roadmap targeting a **sub-3s** load time. Established a two-phase execution plan for asset remediation, H1 hierarchy repair, and funnel optimization to recover lost conversion traffic.

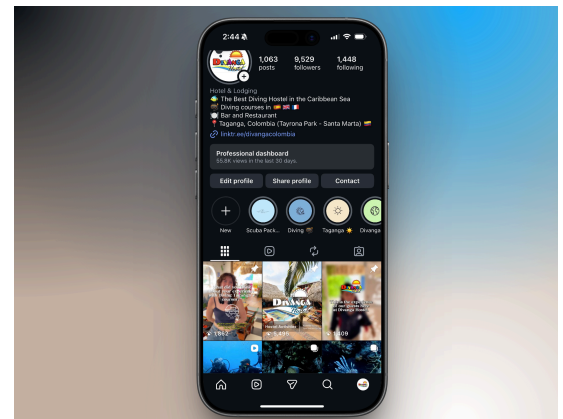### Projected Impact:

- ↓ **40% Bounce Rate** via sub-3s load time optimization.
- ↑ **15% Registrations** by removing registration friction.
- ↑ **Visibility** through Bridgeport-focused SEO alignment.

[Divanga Dive Hostel](#) | Content Operations & Social Strategy

- *Challenge:* Increase brand awareness and physical foot traffic for a hostel, restaurant, and dive center in a competitive tourist market with no existing content workflow.
- *Action:* Executed a high-frequency daily content system (1 post/reel and 4 stories) for 21 days. Managed the full creative lifecycle — on-site filming, video editing, and performance tracking via **Meta Business Suite**.
- *Result:* Generated **64.5k+** total views and reached 34k+ unique accounts organically. Drove **275+** direct link clicks and **590+** profile visits, converting social attention into measurable business intent with **100%** posting consistency.

Real Estate Lead Gen & Conversion Strategy | Condo Rental

- *Challenge:* Secure high-quality tenants for a residential vacancy within a strict 60-day window.
- *Action:* Deployed a multi-channel listing strategy with optimized digital positioning and a high-touch inquiry management process.
- *Result:* Generated **~110 inquiries** and **17 tours**; successfully converted **4 applications**.

Entrepreneurial Launch & Local Lead Gen | "2 Broke Seniors" Service Brand

- *Challenge:* Build a profitable client base from zero in a saturated local service market with no existing brand presence or marketing budget.
- *Action:* Created a high-affinity brand identity using humor to drive organic trust. Scaled distribution via targeted Facebook group outreach to **2,000+ prospects** and implemented a lean digital tracking system for scheduling and retention.
- *Result:* Operated profitably for **2+ years**, acquiring **100+ clients** with a **40% repeat customer** rate. Maintained a high-density schedule (**10-12 jobs/week**) booked **14 days in advance**, sustained entirely through organic referrals and localized lead gen.

Education

Babson College, F.W. Olin Graduate School of Business, Wellesley (MA)
MS in Management, Concentration in Entrepreneurial Leadership, GPA: 3.43 / 4.0

University of Massachusetts, Boston, Boston (MA)
Bachelor's Degree in Management, Major in Marketing, GPA: 3.72 / 4.0

Google Digital Marketing & E-commerce Certification (2025)
Hands-on projects in marketing strategy & planning, SEO/SEM, email, social media, and analytics

View full portfolio: https://benscoolwebsite.com/portfolio/