

Ben Gottesman – Digital Marketing Specialist

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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.

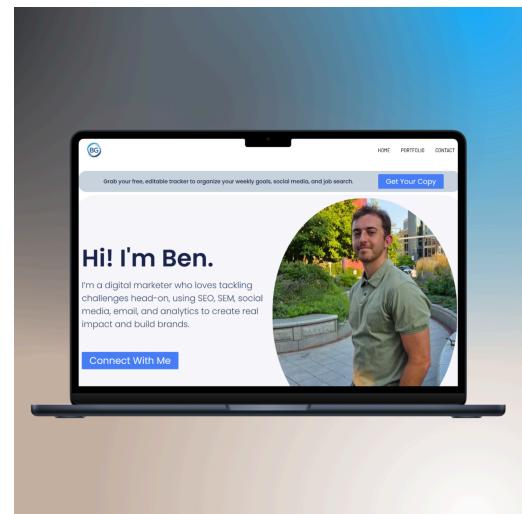
Founder | 2 Broke Seniors Yard Services | Jun 2020 – Nov 2021

- 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.

TORRES BASEBALL ACADEMY / TORRESBASEBALLACADEMY.COM

STRATEGIC SEO AUDIT

GOAL: PERFORMANCE RECOVERY & CONVERSION OPTIMIZATION

STATUS: PHASE 1 (DIAGNOSTIC) COMPLETE | PHASE 2 (EXECUTION) PENDING

THE "MOBILE CRISIS" DIAGNOSTIC

Baseline metrics via Google PageSpeed Insights & Screaming Frog SEO Spider.

Metric	Value	Status	Business Impact
Performance Score	36/100	Critical	Overall health is in the "RED" zone.
Load Speed (LCP)	20.1s	Critical	20s wait time = high abandonment risk.
Server Response	4.84s	Poor	Registration handshake exceeds exit threshold.
Visual Stability	0 CLS	Good	Design is stable; issues are purely technical.

STRATEGIC BOTTLENECKS

- Trust Gap: Registration uses generic /1 slug → zero SEO value + reduced professional trust.
- Discovery Gap: 44% of core pages lack H1 headers → confuses local search crawlers.
- Media Friction: 89% of pages use oversized images (~100KB) → primary LCP driver.
- Security Alert: Identified 406 Error → potential server-level block on search indexing.
- Local SEO: Missing Bridgeport, CT keywords + image alt-text → lost local traffic.

30-DAY GROWTH ROADMAP

- PHASE 1: STABILIZATION (WEEKS 1-2)
 - Speed: Compress all images to WebP → target LCP < 3s.
 - SEO: Resolve H1 hierarchy + integrate Bridgeport-specific meta-data.
 - UX: Convert long text blocks into scannable bullet points for mobile users.
- PHASE 2: CONVERSION (WEEKS 3-4)
 - Funnel: Migrate /1 URL to /baseball-registration with 301 redirect.
 - Lead-Gen: Move contact forms to top of mobile view + clarify Social CTAs.
 - Analytics: Validate tracking to capture all inquiry and engagement data.

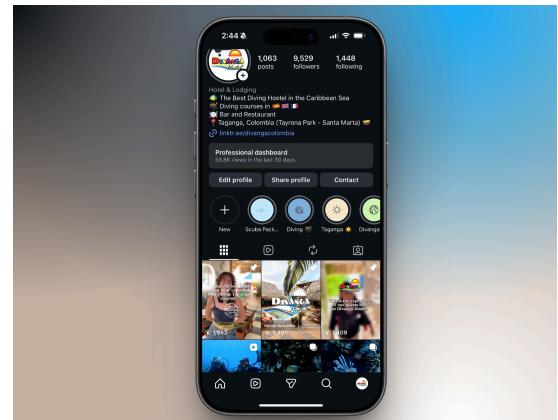
PROJECTED OUTCOMES

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

Created by Ben Gottesman
January 2026

[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.

2 Broke Seniors
Yard Services
"Any Work, Any Price"

If you need any help with work in the yard, shoot us a text or give us a call! We're available any day, whenever you need us.

We can be reached at [REDACTED]

COVID-19 safety procedures will be followed at all times.

We have experience with weeding, planting, mulching, digging, raking, and are open to any other manual labor projects you need help with!

Looking forward to getting your yard summer-ready!



Ben Gottesman
UMass Boston
Class of 2020

Jordan Gottesman
ABRHS
Class of 2020

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/>