

PHILIP AIEVOLI



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ABOUT PHILIP:

Philip Aievoli is a results-driven, full-stack marketer who accelerates growth for law firms and service-based businesses through strategic lead generation, SEO, and custom web development. He designs integrated marketing systems that connect every customer touchpoint, while automating workflows to maximize ROI. By combining data-driven insights with creative execution, Philip is able to build marketing strategies that outperform expectations and deliver measurable business impact.

CERTIFIED BY THE FOLLOWING*:



SEMRUSH

HubSpot

*All Certifications Available On Portfolio Website.

Digital Marketing Manager (2022-2025) **Marcari, Russotto, Spencer & Balaban**

Generated 34,000+ inquiries and helped secure 442 accepted cases, driving in \$13.57M in global revenue for the firm.

Reduced Cost Per Acquisition to \$2,704.55 and achieved a \$0.46 Cost Per Click across all content-based campaigns.

Delivered 43.8M impressions, 10.93M in reach, and 2M+ video views across Meta and other digital platforms.

Launched and managed 10 new websites, ranked for 280+ keywords, and drove 169K+ organic users annually via SEO.

Built and executed editorial strategies across 150 blog posts, 70 newsletters, and multiple multi-channel campaigns.

Achieved 47.92% YoY growth in accepted cases, with a 12.4% signed-to-accepted conversion rate, and a 38.5% increase in Click-Through Rate (CTR).

Scaled content marketing to 2.2M+ interactions, driving 1.3M+ content clicks at an average cost of \$0.43 per interaction.

WORK EXPERIENCE

Senior Paid Social Analyst (2018-2022)
LAWFTY

Paid Social Advertising Analyst (2016-2018)
Scorpion

Internship (2016)
Lobo & Petrocine