

PHILIP AIEVOLI

FULL-STACK MARKETER

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ABOUT PHILIP:

After half a decade at a legal technology startup, I pivoted and began working with a personal injury law firm.

Through relentless, unparalleled effort, I crafted digital marketing campaigns which were responsible for generating over 34,000 leads and \$13.57M in revenue. Using a data-driven approach, which I have paired with algorithmic proficiencies specific to the ways in which an accident victim might likely search for legal assistance, I successfully captured high-quality leads, in a cost-effective manner, year-over-year.

PROFESSIONAL EXPERIENCE:

DIGITAL MARKETING MANAGER | MARCARI, RUSSOTTO, SPENCER & BALABAN (2022-2025)

- Achieved 47.92% YoY case growth, 12.4% conversion rate, and 38.5% CTR increase.
- Delivered 43.8M impressions, 10.93M reach, and 2M+ video views across social platforms.
- Executed editorial strategy: 150+ blog posts, 70 newsletters, cross-channel campaigns.
- Generated 34,000+ inquiries, secured 442 cases, and drove \$13.57M in revenue.
- Launched 10 sites, ranked for 280+ keywords, and drove 169k+ organic users annually.
- Reduced CPA to \$2,704.55 and achieved \$0.46 CPC across all content campaigns.
- Scaled content to 2.2M+ interactions and 1.3M+ clicks at \$0.43 average cost.

PREVIOUS PROFESSIONAL EXPERIENCE:

- Senior Paid Social Analyst, Lawfty (2017-2022).
- Paid Social Advertising Analyst, Scorpion (2016-2017).
- Marketing Internship, Lobo & Petrocine (2015-2016).

RECENT CERTIFICATIONS:

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| • Google Ads Conversion Optimization. | • Google Ads Search Ads 360. | • SEMRush Backlink Management. |
| • Google Ads Creative. | • Google Ads Video. | • SEMRush Content-Led SEO. |
| • Google Ads Display. | • Google Analytics GA-4. | • SEMRush Keyword Research. |
| • Google Ads Display & Video 360. | • Google Campaign Manager 360. | • SEMRush Local SEO. |
| • Google Ads Measurement. | • HubSpot SEO. | • SEMRush Mobile SEO. |
| • Google Ads Search. | • HubSpot SEO II. | • SEMRush Technical SEO. |

PROFICIENCIES & SKILLS:

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| • Adobe Illustrator. | • Final Cut Pro. | • HTML5 & CSS3. | • MySQL. |
| • Adobe Photoshop. | • Google Analytics. | • JavaScript. | • Python 3. |
| • Canva. | • Google Keyword Planner. | • Logic Pro X. | • Supabase. |
| • cPanel. | • Google Looker Studio. | • Meta Ads Manager. | • Swift. |
| • Elementor Pro. | • Google Search Console. | • Microsoft Excel. | • Zapier. |