Mark Aricayos

DIGITAL MARKETING SPECIALIST

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Former Reingold intern and MBA graduate with agency and in-house experience across PPC, content, CRM, and analytics. At KP Contracting, helped reduce paid-search cost per conversion by 81% while increasing conversion rate from 0.88% to 5.37%.

CORE SKILLS

- **Paid media:** Google Ads search campaigns, PPC optimization, bid and budget pacing; Meta Ads Manager campaign setup (built, not launched).
- **Email and CRM:** HubSpot, contact segmentation, automated lead-nurture workflows, CRM data quality.
- **Analytics and reporting:** GA4, Google Tag Manager (GTM), Google Search Console, Looker Studio; Excel pivot tables, formulas, and dashboards.
- **SEO and content:** Keyword research, competitor/content-gap analysis, audience insights, content strategy.
- **Campaign delivery:** Content calendars, cross-functional coordination, stakeholder reporting, project timelines.

PROFESSIONAL EXPERIENCE

KP Contracting | Digital Marketing Specialist

March 2023 – January 2024 • La Plata, MD

- Audited Google Ads campaign structure, ad groups, keywords, targeting and bidding; optimized paid search without increasing ad spend. Cost per conversion fell from $228.61 to $43.72 from May to June 2023 (81% reduction).
- Improved campaign conversion rate from 0.88% to 5.37% over the same period; campaign and CRM improvements contributed to annual revenue goals being achieved three months ahead of schedule.
- Used Excel pivot tables and formulas to analyze PPC performance; built reporting dashboards in HubSpot, Looker Studio and Excel to translate campaign results into recommendations for ownership.
- Implemented GA4 tracking using Google Tag Manager (GTM) during the move from Universal Analytics; managed a legacy-to-HubSpot CRM transition, cleaned lead data, built segmented nurture workflows and trained sales stakeholders.
- Analyzed search behavior, competitor content, and sales feedback to guide SEO and editorial priorities; collaborated with ownership and the content writer on customer needs.
- Applied learnings from an AI marketing summit to streamline blog content production and improve workflow efficiency.

Reingold | Digital Marketing Intern

May 2022 – August 2022 • Alexandria, VA

- Primarily supported content for a Virginia public-health campaign addressing opioid misuse, maintaining calendars and coordinating with design and communications teams on deadlines, approvals and messaging.
- Assessed social and content performance through audits, audience research, competitor reviews and gap analyses; recommended adjustments to strengthen relevance and engagement.
- Supported a government-client multichannel paid-media campaign through daily budget pacing and keyword research to inform ad copy while respecting monthly spend limits.

United States Air Force | Munitions Systems / Supervisory Assignments

April 2003 – March 2017 • U.S. and overseas assignments

- Led a 12-person production team in high-accountability, time-sensitive work; coordinated responsibilities, materials and deadlines across functions.
- Managed 700+ operational records and recurring quality reviews, maintaining accurate, inspection-ready documentation.

EDUCATION

Master of Business Administration (MBA), Strayer University — completed

Bachelor of Business Administration, Social Media Marketing, Strayer University — 2021

Associate of Applied Science, Munitions Systems Technology, Community College of the Air Force — 2012

CERTIFICATIONS & TRAINING

Google Ads (Search, Display, Video) • The Trade Desk Edge Academy: Marketing Foundations • Google Analytics Individual Qualification (UA)