

# CARLO IORIO

Montreal, Quebec

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## Objective

Versatile digital marketer from Montreal, Quebec with a diversified skill set in web design, web development, web management, web analytics and an advanced knowledge in digital marketing and search engine optimization techniques.

## Summary of Qualifications

- **Digital Marketing:** SEO, SEM, Content Marketing, Keyword Research, Competitive Analysis, Remarketing, Schema Markup, Web Analytics, Google My Business
- **Website Design and Development:** HTML, CSS, Bootstrap, MySQL, PHP, phpMyAdmin, Photoshop, Adobe Dreamweaver, Elementor, Shopify, Webflow, WordPress, Word, Excel, PowerPoint
- **Website Software:** Ahrefs, MOZ, Screaming Frog, SEMrush, Hotjar, Google Analytics, Tag Manager, PageSpeed, Google Search Console, Optimize, URL Builder

## Professional Experience

### Digital Wealth Media

Website Manager: DigitalWealthMedia.com

Montreal, Quebec

Feb 2022 to present

### The Hughes Trustco Group Ltd.

Website Manager: LifeAnnuities.com

Montreal, Quebec

Aug 2000 to Feb 2022

- **Achievements:** Created a highly successful authority website on annuities that generates organic leads on Annuities, LIF's, RRIF's, RRSP's and TFSA's which recently sold for six figures.
- **Publications:** Financial Post, Globe and Mail, MoneySense and Canadian Money Saver.
- **SEO & SEM:** Deep technical knowledge and expertise in current SEO best practices to drive qualified traffic. Achieved hundreds of first page search listings on Google, Bing and Yahoo; outperforming the top insurance companies in Canada. Optimized images and added rich snippets based on structured data. Implemented title tags, description tags, added relevant links and improved site speed. Performed comprehensive keyword research, link building and added title tags, description tags, alt tags, image titles, anchor text, Twitter Cards and Facebook Open Graph Markup. Conducted competitive analysis on keywords, rankings, backlinks and researching competitors Facebook and PPC ads.
- **Content Publishing:** Created compelling and informative content ideas. Published web content such as articles, blog posts, landing pages, videos, infographics, images, ebooks, brochures, annuity illustrations, tables, insurance quotes and using social media accounts to distribute the content. Sent out highly targeted emails by segmenting the subscriber list into smaller groups based on investment product.

■ **Web Design and Development:** Experience in Bootstrap front-end frame work, developing responsive mobile pages on the web with clean, W3C compliant code. Knowledge in HTML, CSS, Dreamweaver, Elementor, Webflow, Shopify and WordPress. Some familiarity in back-end framework using PHP, MySQL database and phpMyAdmin to create database tables and online calculators.

■ **Web Analytics:** Measuring, monitoring and reporting visitor behaviour. Experience in Google Analytics a web analytics tool that tracks and reports website traffic behaviour. Responsibilities included:

- Creating accounts, properties and views - Setting up filters and funnels - Setup and track Goals - Track micro and macro conversions - Marketing campaign tracking – Creating a measurement plan - Define key performance indicators (KPI) - Analyzing qualitative and quantitative data - Segment data and provide context

■ **Landing Page Optimization:** Created landing pages to drive qualified traffic to achieve business goals. Developed actionable landing pages that led to micro and macro conversions. Each micro conversion led to an increase in email subscribers and the macro conversion generated online leads. My main goal to landing page optimization is to increase conversions, time spent on site, reduce the bounce rate, while trying to continuously improve website user experience.

■ **HughesTrustco.com:** One of the first life insurance brokers in Canada to offer term life, whole life, disability, and critical illness quotes online. From 2000 to 2010 dominated 1<sup>st</sup> page search engine rankings in AltaVista, AOL, Ask Jeeves, Dogpile, Excite, Go.com, Infoseek, Lycos, MSN Search, Yahoo, WebCrawler for life and health insurance products.

■ **DigitalWealthMedia.com:** A Shopify-based site selling digital wills. My role involves managing, developing, designing, and curating content, including blogs and videos to enhance the user experience.

**General Motors of Canada**  
Management Trainee

**Montreal, Quebec**  
Oct 1998 to Oct 1999

■ One year paid internship with General Motors of Canada.

**McGill University**  
Athletics Department: Casual Staff

**Montreal, Quebec**  
July 1992 to May 1998

- Molson Stadium: Supervise events
- McConnell Arena: Assistant Ice Rink Supervisor
- Currie Gymnasium: Looker Room Attendant

## Education

- BComm, Major in Finance - Concordia University (Montreal, Quebec)
- DEC, Pure and Applied Science - Dawson College (Montreal, Quebec)

## Professional Development

- LinkedIn Learning online training with 63 certified course completions from November 2021
- Self-directed study in Google Analytics Academy, HubSpot Academy and SEMrush Academy