

# GIOVANNI MAS

Digital Marketing | SEO | Video Production

## CONTACT

 (407) 951-4527

 hello@giovannimas.com

 giovannimas.com

 /in/giovanni-mas

 Orlando, FL

## EDUCATION

### B.L.A Finance

Harvard Extension School  
2024 - 2027

A.S. Digital Media Technology  
Valencia College  
2016 - 2020

- Studied pre-production, production, and post-production
- Specialized in audiovisuals for Live Events

## CERTIFICATES

■ Disruptive Strategy Certificate  
by **Harvard Business School**  
**Online**

■ Entrepreneurship Essentials  
Certificate by **Harvard Business**  
**School Online**

■ Google Ads Measurement  
Certificate

■ Crafting a Winning **SEO Strategy**  
Certificate by **SEMRush**

■ **SEO Foundations** Certificate of  
Completion by LinkedIn

■ Strategic & Technical **SEO**  
Consulting Certificate

■ Digital Media **Video** Production  
Technical Certificate

■ Digital **Video** Fundamentals  
Technical Certificate

## WHO AM I?

Hello! I'm a creative and results-oriented Digital Marketing Specialist, Junior SEO, and Videographer. I thrive on crafting content that forges meaningful connections between audiences and brands. I'm particularly adept at recognizing and optimizing for user-intent searches, ensuring that the content I create not only resonates with viewers but also effectively addresses their needs and interests.



## EXPERIENCE

Bindra Productions | 2023 - Present

### Freelance Videographer & Video Editor

- Proficiently configured video, audio, and lighting equipment to suit diverse scenarios
- Provided support in both production and post-production phases of projects
- Attended and covered various events, seminars, and courses
- Conducted interviews as part of project responsibilities
- Meticulously refined video content to uphold standards of excellence and narrative coherence
- Dubbed content to Spanish

Bodenvy CoolSculpting | 2021 - 2023

### Marketing Assistant & Videographer

- Increased Instagram followers from 1200 to 5000+ on main company profile
- Improved local SEO rankings for various national locations
- Implemented SEO following white hat best practices
- Incremented the frequency of SEO blogs
- Transitioned from generic stock content to fully in-house produced original content
- Grew social media engagement through creative ads
- Successfully integrated influencer marketing strategy
- Assisted in brand decisions for early stages of franchising

Index 365 | 2021

### SEO Specialist

- Successfully performed competitor gap analysis
- Optimized on-page SEO for various clients
- Composed SEO blogs for different industries
- Performed keyword research
- Applied keyword strategies that aligned with search intent
- Enhanced Shopify and WordPress sites

Digiphoto Entertainment Imaging | 2018 - 2021

### Assistant Manager

- Beat sales records across all national locations for 4 consecutive years
- Improved employee satisfaction
- Delivered daily POS opening and closing reports
- Trained and managed sales associates and supervisors
- Implemented and guaranteed compliance with company guidelines

MyCity Social | 2019

### SEO & Digital Marketing Intern

- Completed keyword research
- Improved keyword density in blogs
- Composed SEO blogs for clients in different industries
- Completed metadata and alt tags
- Created weekly content for clients' social media accounts
- Designed weekly social media posts

## SKILLS

Adobe Cloud Suite

Video Production

Content Creation

Content Strategy

Video Editing

Influencer Marketing

SEO

Google Suite

Google Ads

Keyword Research

SEO Tools

Copywriting

Project Management

Business Strategy

Analysis Skills

Competitor Analysis

Community Management

Microsoft Office Suite