

**JOSHUA C. GRASMICK**  
786.759.9057 | josh@optimizelabs.com

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## PROFICIENCIES

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- Graphic Design
- Email Marketing
- New Product Development
- Website Design
- Social Media Marketing
- Google Adwords (Certified)
- Google Analytics (Certified)
- Google Webmaster Tools
- WordPress
- Search engine optimization/Search engine marketing

## EXPERIENCE

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### PascualMD

2013- 2014, Marketing Director

- Managed marketing operations for 5 locations and increased quarterly sales
- Manage and executed all web and graphic design projects
- Conducted pay-per-click and email marketing campaigns with in depth a/b testing campaigns

### Optimize Labs

2009-2012, CEO & Marketing Director

Clients include Dr. Jonny Salomon, Dr. Amaryllis Pascual, Dr. Martis, West Broward Lodge

- Designed responsive websites for organizations in varying industries
- Created graphics for web and print use including infographics, storyboards and logos
- Conducted online reputation management for numerous clients
- Manage email marketing campaigns for various organizations
- Execute search engine optimization and management on behalf of clients
- Administer pay-per-click campaigns

## EDUCATION & CERTIFICATIONS

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### HTML Developer Certification

W3 Schools, 2009

### Web Designer Program Graduate

Penn Foster College, 2009 – 2010

### Adwords Certified

Valid Through June 26, 2016



