

Justin Narciso

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Education

University at Buffalo, State University of New York

May 2026

B.S. Business Administration, Concentration in Marketing

- **Relevant Coursework:** Principles of Marketing, Intro to Stats for Analytics, Intro to Management Information Systems, Intro to Management Accounting, Computer Science I, Communication Literacy for Business

Projects

SEO Audit — SPAR MMA

April 2026 · [audit](#)

- Audited a local martial arts gym's website using Screaming Frog, Google PageSpeed Insights, and Ubersuggest after a 58% drop in monthly organic traffic
- Diagnosed top issues: broken robots.txt causing 111 crawl errors, 7.8-second mobile load time, and missing H1 tags on 3 of 4 pages
- Delivered a prioritized fix list covering technical SEO, on-page changes, and new landing pages targeting high-intent local searches

Google Ads Campaign — Whitewood Landscaping

In progress

- Running an end-to-end Google Ads campaign for a small landscaping business on a \$20/week budget, focused on lead and booking generation
- Defined campaign goals, built creative around the brand and local service audience, and structured targeting and budget for clean attribution
- Currently live; full results and learnings publishing 4/25

Work Experience

Lead Cook

Jan 2024 – Jan 2025

Tonawanda Bowling Center, Buffalo, NY

- Owned kitchen operations end-to-end during shifts serving 300+ covers on busy nights, from open to close
- Reorganized station layout and storage during peak service, cutting turnaround times by roughly 20%
- Trained three new cooks and directed the line during dinner service, coordinating prep and expediting with the team

Event Setup / Delivery Driver

April 2022 – Aug 2023

Chicken and Rib Crib, Mahwah, NJ

- Delivered and set up 15+ corporate catering events per week for groups of 30–40, coordinating with kitchen staff on transport logistics to keep food at temperature
- Won new catering business several times per week by carrying menus on deliveries, explaining the ordering process, and recommending options to prospective customers who approached on-site

Activities

UB Marketing Association

Jan 2025 – Present

- Analyzed marketing techniques in major ad campaigns (Nike, Super Bowl spots) and produced a competing version in a group exercise that took first place out of roughly 10 teams

Technical Skills

Marketing & Analytics: SEO, Google Ads, GA4, Screaming Frog, Google PageSpeed, Ubersuggest

Data: Excel, SQL, Python

Certifications: LinkedIn Learning: Search Engine Optimization, Digital Marketing, Excel Essential Training, SQL Programming