

JUSTIN RUSSELL



ABOUT ME

I'm the Founder of Just-in Time Digital Marketing, a full-service marketing agency helping businesses amplify their online presence through creative, results-driven strategies. My work bridges technology, design, and business growth — from custom website development to social media management and SEO optimization. I'm passionate about empowering small businesses, therapists, and wellness professionals to thrive in the digital world with authentic, purpose-driven marketing.

JOBS EXPERIENCE

✦ Founder | Just-in Time Digital Marketing Jan 2022- Present

- Lead all operations for a multi-service marketing agency specializing in website design, SEO, branding, and social media management.
- Develop SEO strategies that improve Google visibility and local rankings.
- Design and manage websites that balance creative design with measurable performance.
- Create and execute Meta Ads and Google-optimized growth campaigns.
- Build brand consistency through logos, content systems, and digital storytelling.

✦ Technology Trainer | Regional School District 10 2019 – 2021

- Provided staff and student training in educational software and technology systems.
- Coordinated implementation of new tools to streamline classroom technology use.
- Developed accessible, step-by-step training materials.

✦ Technology Coordinator | Hartford Police Athletic League 2017 – 2020

- Managed all technology systems and training programs.
- Implemented tools and workflows to increase operational efficiency.
- Supported staff in integrating technology for outreach and education.

EDUCATION

Bachelor of Business
Administration (BBA)
Marist University
2020 – 2023

Associate's Degree
Tunxis Community College
2019 – 2021

SKILLS

- Website Design & Development
- Search Engine Optimization (SEO)
- Social Media Strategy & Management
- Branding & Graphic Design
- Paid Advertising (Meta & Google Ads)
- ChatGPT Workflow Training
- Client Relations & Business Operations