

# SHARELL PREDOVIC

9360 FELIX FIELDS, PHOENIX, AZ

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## PHONE

+1 (555) 165 5108

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## EXPERIENCE

### ROOB-DICKI

08/2020 – present

New York, NY // *Director, Digital Media*

- Proficiency with digital performance reporting and analytics, attribution/cohort analysis, marketing automation tools (Pardot and/or Marketo), Salesforce CRM, BI tools (MS Excel, Tableau)
- Knowledge of Wordpress, CrowdTangle, HTML, Google Analytics, Anvato, Photoshop, Crispin and iNews
- Strong writing & copy editing skills
- Strong understanding and implementation of SEO
- Knowledge of email marketing solutions (Neolane, ExactTarget, Lyris, Constant Contact, Convio, or equivalent) and/or marketing automation platforms (Adobe Campaign, Responsys, Marketo, Eloqua, or equivalent)

### GOYETTE-BARTOLETTI

01/2018 – 04/2020

New York, NY // *Director, Digital Media*

- Excellent copywriting and content creation skills, and keen visual sense
- Understanding of how images and videos define a company's brand
- Experience using Adobe Creative Suite (Premiere Pro, Photoshop, InDesign, Dreamweaver) for video, graphic design, and email template creation
- Knowledge of HTML creation and troubleshooting
- Experience in managing mobile communication and its importance in driving engagement, web traffic, sales
- Knowledge of Neolane email marketing system
- Knowledge of Salesforce.com or other CRM solution and its functionality
- Knowledge of the department's products and services

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## EDUCATION

### FASHION INSTITUTE OF TECHNOLOGY

*Bachelor's in Marketing*

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## SKILLS

- Complete knowledge of all aspects of Digital Media, Search, SEO, SMM, Mobile, etc
- Solid understanding of interactive research tools such as comScore, @plan, and Nielsen OCR
- Proven record of success in leading full service digital accounts and teams
- Strong written, presentation, analytical, quantitative, and verbal skills
- Superior organizational, interpersonal, and managerial skills
- Extensive knowledge of digital media landscape for branding campaigns
- Establish and maintain communications process with clients, offline media teams, creative, etc