

# ABRAHAM MEIR PAULINO

**Date of Birth:** September 17, 1990  
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## EDUCATION

**Baruch College, City University of New York**  
Bachelor of Arts in Business Communications

New York, NY  
2016

**NYU, Stern School of Business**  
Negotiation and Persuasion Course Seminar

New York, NY  
2019

## WORK EXPERIENCE

**Embassy of the Dominican Republic in Israel**  
*Marketing & Events Coordinator*

Tel Aviv, Israel  
March 2022 – January 2023

- Responsible for developing and executing effective marketing strategies across multiple communication channels such as trade shows, marketing collateral, and electronic media such as FB & Clubhouse
- Reviewing current marketing campaigns for weaknesses and developing solutions within budget constraints
- Identifying, writing, and editing a broad range of executive-level communications for internal and external audiences globally, including speeches and talking points, op-eds/by-liners, letters, management memorandums, embassy communications and government-related news and information
- Charged with engaging with ambassadors to develop key messaging, themes/topics, style/tone, target audiences and appropriate communications channels

**Investing.com**  
*Marketing Financial Analyst*

Tel Aviv, Israel  
April 2020 – January 2022

- Owner of global email marketing campaigns for premium subscription products & SaaS applications
- Implemented SEM and SEO techniques to create marketing strategies that maximized brand visibility across major search engines resulting in a 18% growth in ROI across the department
- Performed advanced website and digital media analyses using GMP analytics tools such as Google Analytics, DV360, & Ads Data Hub to create original PPC ad content for social and native platforms such as Facebook & Yahoo to drive views, revenue, and generate new leads
- Optimized existing marketing funnels via SQL queries to boost acquisition and user conversion rate while consequently enhancing CTR & CTOR
- Simplified rigorous analytical data into easy-to-read reports for department meetings via PowerPoint presentations and Microsoft Excel

## One Park Financial

*Small Business Loans Manager*

Miami, FL

December 2018 – July 2019

- Responsible for all 4<sup>th</sup> level examination and approvals of SB loans ranging from \$10K-\$500k
- Generated, retained, and expanded small business lending relationships to new and existing customers through referrals, centers of influence and direct prospecting with a concentration to small business generating between 1 million-10 million annual revenues
- Served as subject matter expert to a full team in the development of pre-sales proposals, internal trainings, best practices, and technical solution guides
- Facilitated the success of the team by constantly creating dashboards using data visualization tools such as Tableau and Datorama
- Practiced analytical rigor & wore many hats, between supporting and leading delivery teams, partnering with internal cross-functional teams, client facing exposure, and diving in with a start-up mentality on a daily basis

## A3 Trading

*Trade Marketing Manager*

New York, NY

October 2016 – September 2018

- Supported senior traders by creating daily market reports, client flow charts, market intelligence, and readings of present macroeconomic scenarios within blue-chip companies
- Used digital marketing tools to monitor worldwide market news and events to accurately evaluate the risk and opportunities for clients and the firm's positions and strategy
- Leveraged campaign performance data, industry data, and audience insights to create strategic recommendations that will deliver on KPIs such as brand perception, lift, and engagement

### TECHNICAL SKILLS

- |                    |                        |
|--------------------|------------------------|
| ❖ Microsoft Office | ❖ HTML & SQL           |
| ❖ Tableau          | ❖ QuickBooks Pro       |
| ❖ Google Analytics | ❖ Similarweb           |
| ❖ Salesforce       | ❖ Adobe Creative Cloud |

### SOCIAL MEDIA SKILLS

- |             |             |
|-------------|-------------|
| ❖ Facebook  | ❖ Snapchat  |
| ❖ Instagram | ❖ Pinterest |
| ❖ Twitter   | ❖ Tumblr    |
| ❖ YouTube   | ❖ LinkedIn  |

### LANGUAGES

- ❖ English - Fluent
- ❖ Hebrew - Intermediate
- ❖ Spanish - Fluent

### SOFT SKILLS

- |                          |                     |
|--------------------------|---------------------|
| ❖ Emotional Intelligence | ❖ Critical Thinking |
| ❖ Creativity             | ❖ Leadership        |
| ❖ Persuasion             | ❖ Collaboration     |
| ❖ Adaptability           | ❖ Competitive       |