**Alek Grinberg**

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SUMMARY

*My passion for marketing is driven empathy, user experience design, data analytics and effective business growth fundamentals.*

- Led growth of digital marketing start-up from launch to 3 million dollars through marketing and sales

- Have 12 years experience customer acquisition and digital marketing

- Expertise in digital channels including SEM, SEO, Email Marketing, Affiliate and Content Marketing

- Strong written and verbal communication and client-facing skills

- Experience leading marketing/creative/technology teams

- Google Certified Professional – Google Analytics, Advanced Search

PROFESSIONAL EXPERIENCE

Sr. Marketing Manager / Business Development, Co-founder Rise Above Marketing / SimpleTexting, New York, NY, 2008-2013

Rise Above Marketing – Creates and launches lead generation campaigns/properties to acquire and monetize users in consumer verticals. [SimpleTexting.com](mailto:http://simpletexting.com) – SMS marketing SaaS for small businesses and organizations. Produced and launched entirely in-house, resulted in thousands of users.

Digital Strategy (75%)

* Produced four lead generation portals and managed marketing resulting in 50,000+ users.
* Managed 100s of simultaneous email marketing programs (drip/campaign) across multiple email platforms
* Managed email marketing programs for 35+ partners
* Guided development of SaaS product including UX, features, pricing options, email message flows (SimpleTexting.com)
* Directed customer acquisition for SimpleTexting.com, resulting in 5000+ users
* Established/monitored performance goals and KPIs, manage implementation of analytics tools, evaluate campaign performance via analytics suites and testing methodologies (e.g. A/B, multivariate testing)
* Managed all aspects of email marketing services, including copywriting and creative direction
* Managed all aspects of SEM/SEO campaigns; including keyword research, bidding, copywriting, A/B testing and landing pages

Business Development / Account Management (25%)

* Established relationships and grew partner network to maximize revenue, in-house inventory, leads and conversions
* Identified partner goals and objectives, communicate service options, manage client expectations and deliverables
* Developed client presentations, lead sales meetings, conference calls and conduct web demonstrations

**Business Development Manager**, AffiliateNetwork.com / CoverClicks, New York, NY, 2005-2008

Business Development (80%)

* Worked closely with design and technology teams to develop 20+ lead generation properties and marketing campaigns resulting in $10+ million in gross annual revenue.
* Trained and led affiliate publisher sales team and promoted in-house and third party lead generation offers
* Established relationships with lenders and brokers to build out new lead generation verticals (automotive and personal lending industries); Selling 40,000+ leads on a monthly basis.

Digital Campaign Management (20%)

* Tested/Managed paid media campaigns including Adwords and Facebook for in-house marketing offers
* Reviewed campaign analytics and managed media and creative enhancements

**Sales and Marketing**, Marketing Manager, Oxeo Hosting, Brooklyn, NY, 2002-2005

*Oxeo Hosting was a niche managed hosting service for bandwidth intensive publishers, prior to acquisition in 2005.*

* Managed paid marketing campaigns via direct placements and search engine marketing
* Built a referral network through webmaster community influencers
* Handled incoming sales requests, client on-boarding and customer service

SKILLS & TOOLS

Skills: Campaign Analytics • Customer Analytics • Inbound Marketing • Email Marketing • Lead Generation • SEO • SEM • Social Media • Yield Optimization

**Tools:** Balsamiq • CrazyEgg • Facebook Ads • Facebook Insights • GetResponse • Google Adwords • Google Analytics • HootSuite • HTML/CSS • JIRA • Litmus • MS Excel • MS Word • MS PowerPoint • MSN AdCenter • MySQL • MajesticSEO • MixPanel • SalesForce • SEOMoz • SpyFu • Unbounce • Visual Website Optimizer

EDUCATION

BBA in Marketing, 1999-2004

[Baruch College, City University of New Y](http://www.linkedin.com/college/?eduSchool=18918&trk=prof-edu-school-name)ork

OTHER

Languages: English, Russian

Sat on board of Russian Chai Committee (UJA) (2011-2012)