



## Alexander Avramenko



### CONTACT ME



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NJ/NY Area



AlexAvramenko.com



### AREAS OF EXPERTISE

- CRM: Salesforce (SFDC)
- Email/Automation: Eloqua
- Web Analytics: Google Analytics, Adobe Analytics
- Ad Server: DoubleClick
- Self-Serve: Facebook, Google AdWords, Twitter, RocketFuel / Sizmek DMP/DSP
- Supply Side Platforms: AdX, Rubicon, PubMatic, AppNexus
- Additional Tech: Optimizely for multivariate testing, Invoca for phone call intelligence, Radius audience segmentation
- Tag Management: Tealium, GTM
- Misc: Fluent in Russian language, knowledge of German language



### EDUCATION

#### Executive Education: Lead Program

#### Corporate Innovation

*Stanford University GSB*

Sept. 2016 – Dec. 2017

#### BS: Marketing /Advertising

*University of Delaware, Newark*

May 2011



### PROFESSIONAL EXPERIENCE

#### Director, Digital Marketing

August 2015 – Present

*First Data Corporation, New York, NY*

- Currently lead paid digital customer acquisition efforts across SMB direct channels utilizing First Data's Clover brand.
- Responsible for growing digital direct channel revenue for GBS organization – In 2017 my team had 265% YoY growth in new leads, 75% growth in net revenue
- Manage various agency and digital vendor relationships as primary sponsor
- Developed and launched successful marketing automation (Eloqua) trigger-based campaigns for SMB channels improving operational efficiencies for sales organization
- Led effort for marketing organization in the development of fully automated closed loop dashboard solution within Domo platform. Transitioned to Tableau after 2 years and rolled out solution across marketing org.
- Led effort to establish automated call-in lead generation through Invoca platform with integration to Salesforce for marketing attribution
- Built SFDC campaign structure for digital campaigns that allows for standardized analytics and reporting.
- Partnered closely with Tele-sales organizational leadership for digital sales training, monitoring, reporting, and process optimization
- Spearheaded the use of paid social media to promote and distribute content to hyper-targeted custom SMB audiences
- Established URL/Keyword level parameter tracking on all First Data owned websites now used for media attribution/reporting

#### Media Strategy & Planning Lead (Manager)

June 2014 – August 2015

*Rocket Fuel Inc., New York, NY*

Formerly [x+1] full service DMP and DSP, acquired by Rocket Fuel in 2014,

Acquired by Sizmek in 2017

- Helped grow private marketplace team revenue 142% YOY in 2014
- Assisted in companywide new product roll-out to pivotal accounts in the Rocket Fuel network of clients
- Managed programmatic media planning and buying responsibilities for multiple large advertiser brands across Technology, Telecom, Gaming, Financial Services, and Auto verticals
- Managed supply and data partnerships across partner Publishers, SSP's, and DMP's
- Interfaced with media property reps and vendors to deliver custom solutions (private marketplace, audience guarantees, automated direct, and high impact creative executions)
- Consulted with clients regarding testing methodologies and modeling requirements to ensure accurate measurement/realization of objectives
- Provided strategic insights for clients into performance drivers and recommended tactics/optimizations to increase campaign efficiencies
- Assisted the sales organization by providing insight into new partnerships, products, and research relevant during pre-sales process

#### Senior Strategist, Digital

June 2013 – June 2014

*Pathway, Omnicom Media Group, New York, NY*

- Assisted in establishing the Pathway brand as direct response driven media arm of Omnicom Media Group
- Worked across several industry verticals (Financial Services, Health, Gaming) servicing brands such as GE Capital Retail Bank, Myrbetriq, Flumist, Pogo, Lego Chima, and Quest Diagnostics
- Served as primary client lead on day to day basis assisting in campaign strategy, implementation, management, and analytics
- Helped exponentially grow media budgets YOY for agency by focusing on client needs and consistently delivering on goal KPI's
- Assisted in the creation of a fully automated web dashboard to be used as value added proposition to clients
- Focused on innovation in the digital space, introducing new vendors to clients and helping establish successful and mutually beneficial partnerships

**Digital Media Strategist****August 2011 – June 2013*****TargetCast Tcm (Media Assembly), New York, NY***

- Developed digital media plans and strategy for several different industry verticals across multiple accounts including Pfizer, New York Life, AMC, TIAA-CREF, Gorton's, Sun-Maid, WWE, Ranexa, and Rail Europe
- Helped win and establish digital Pfizer consumer healthcare account focusing on Centrum and Caltrate nutritional brands
- Analyzed daily reporting and executed ongoing optimization recommendations based on critical campaign KPI's
- Utilized relevant channels including display, paid search, social media, video, rich media, and mobile
- Supervised a team of Assistant Interactive Strategists to deliver smart, innovative, cross channel interactive marketing strategies for our clients
- Strong relations with top tier web properties within each channel; Google, Facebook, YouTube, Twitter, and various vertical endemic premium publishers

- References Available upon request -