

## **Diana Zelikman**

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### **Experience**

#### **Fueled**

New York, NY

*Digital Content Marketing Intern, March 2014 to August 2014*

- Managed freelance writers, SEO optimized content creation, and content calendar
- Cultivated relationships with new writers, edited articles, generated new titles
- Wrote landing pages targeted at New York, London, and San Francisco about iPhone, Android, Mobile, and Amazon Fire design and development for Fueled
- Wrote new landing pages for clients to increase web traffic and conversions
- Researched web design leads to generate new business and revenue

#### **Vestal Creative Services**

Vestal, NY

*Editorial/Marketing Intern, September 2012 to December 2012*

- Helped build social media marketing plan through Facebook, Twitter, WordPress
- Tweeted daily from various accounts to promote books on the marketing roster
- Wrote Facebook ads, generated a list of relevant tags to be attached with every book, photocopied physical books into e-book format, proofread children's books
- Reached out to relevant bloggers for reviews, created a book trailer storyboard
- Created more efficient revenue sheets, researched potential clients and partners

#### **Veggiecation**

Fair Lawn, NJ

*Marketing Assistant, April 2011 to March 2012*

- Connected with interested parents through Facebook and other social media
- Researched target consumers, compiled data, helped transform company from profit to non-profit, cold called and emailed prospective clients from schools
- Packaged materials that were sent directly to customers all over the country
- Used Constant Contact to connect with potential clients to continue to build the brand and expand influence nationwide, used Salesforce to manage current clients

### **Skills**

- Basic HTML, CSS, Adobe Photoshop, Fireworks, Omnigraffle, and Flinto
- Microsoft Office Suite and Outlook, Constant Contact, Mac and PC proficient
- Social networking via Facebook, Twitter, Instagram, [LinkedIn](#), Reddit, Pinterest
- Editing, writing, ad copy, SEO optimization, able to speak conversational Russian
- Meticulous about details, time management, and organization of work space

### **Education**

#### **NYU SCPS**

- Certificate in User Experience Intensive

#### **Binghamton University, Class of 2013**

- Degree in English with a concentration in Creative Writing, 3.8 GPA