

Troy Bloomfield

P.O. Box 77, New York, NY 10108
bloomfield.troy@gmail.com 917-535-6674

EDUCATION

University of San Francisco
Bachelor of International Business

San Francisco, CA
May 2010- December 2012

Baruch College
Bachelor of Science, Political Science
Minor: Psychology

New York, NY
Expected January 2015

WORK EXPERIENCE

Marks Paneth
Marketing

New York, NY
June 2013- Present

- Publish and maintain the Marks Paneth website content to generate new leads for the firm's CMS
- Prepare informational packets on prospective clients including press releases, company information and current client list of companies in the same industry for partners.
- Maintain the CRM Database (InterAction) on a daily basis to assemble an efficient and useful database
- Create client invitations using Eventbrite and monitored RSVPs of attendees for events
- Create advertisements to appear in charity programs as requested by firm partners
- Create marketing lists tailored to specific industries for email campaigns and events.
- Assist with event planning and implementation
- Create journal ads
- Coordinate email marketing campaigns/newsletters using HTML through Tikit E-marketing suite to ensure effective communication
- Create and maintain marketing materials in the form of business cards for new and existing members of staff.

University of San Francisco
Head of Advertising & Social Media

San Francisco, CA
August 2011-December 2012

- Managed social media campaigns and day-to-day activities on current platforms, i.e., Facebook, Twitter including but not limited to writing editorial and blog postings (Wordpress)
- Monitored the effectiveness of campaigns
- Assisted with any general concerns or questions as appropriate
- Arranged promotional events to showcase our center and the advantages of utilizing our many opportunities

Ali Fee PR
Public Relations Intern

New York, NY
May 2012- August 2012

- Researched and communicated with top fashion editors
Celebrity stylists, stores, and potential clients
- Drafted press kits
- Event coordination
- Managed our company's social media outlets
- Pulled looks for photo shoots
- Tracked samples and packages

Wynter Blu

Fresh Meadows, NY

Office Assistant/ Personal Assistant

June 2009 – June 2011

- Ordered office supplies and monitored inventory
- Set up new accounts, maintained records and prepared reports and word processing assignments

SKILLS

- Mac & Windows Proficient
- Proficient in CRM Integration, HTML, Sales Force Development
- Proficient in Social Media/Media Relations, Email Marketing & Word-Press