

AUSTIN W. ESCHENBACH

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Work Experience

Web Marketing Specialist 3 / 2012 - Present
Practising Law Institute New York, NY

Developed landing pages and mini-sites for marketing campaigns, authored marketing and sales analytics reports, oversaw pay-per-click and display ad campaigns, and composed, filmed, and edited marketing promotional videos.

Video Marketing Intern 10 / 2011 - 3 / 2012
Practising Law Institute New York, NY

Created specialized informational and promotional video content for use in web marketing campaigns.

Content Editor 9 / 2011 - Present
HipHopDNA New York, NY

Responsible for contributing daily content and planning growth and development through content marketing and social media.

Fundraising Ambassador 7 / 2010 - 7 / 2011
UNC Fundraising Chapel Hill, NC

Raised over \$60,000 in alumni/corporate contributions by speaking to over 30 prospective donors on a daily basis, while honing valuable sales and cold-calling skills.

Education

2007 - 2011
University of North Carolina at Chapel Hill
Bachelor of Science - Psychology
Minors - History & Latin American Studies

2003 - 2007
Christ School
Salutatorian
National Honors Society

References

Andy Ng - Business Solutions Manager
Practising Law Institute
ang@pli.edu (212) 824 - 5745

Emily Burns - Marketing Analyst Manager
Practising Law Institute
eburns@pli.edu (212) 824 - 5866

Hilary Pechione - Marketing Manager
Practising Law Institute
hpechione@pli.edu (212) 824 - 8868

Jessica White - Previous Program Director
UNC Student Fundraising/RuffaloCody
Jeswhite1@gmail.com (734) 730 - 8332

Selected Skills

Analytics

Google Analytics |||||
SPSS |||||
SAS |||||
Excel |||||

Development

HTML / CSS |||||
Js / jQuery |||||
PHP |||||
JSON / XML |||||

Design

Photoshop |||||
Illustrator |||||
Premiere |||||
After Effects |||||