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| JL Objective Full-time employment, driving cross-channel digital strategy for top-tier clients. EducationFordham University Bachelor of arts(Communications & Media Studies) Media studies, with a concentration in Public Relations ParSons school of design digital design certificate Two-year continuing education certificate, covering all design fundamentals and Adobe Creative Suite programs Skills  * MS Teams & Office 365 * Google Ads * Google Analytics * Facebook/Instagram * Datorama * Salesforce * Digital Strategy * Performance Media * Intent Based Planning * Brand Identity/Positioning * Adobe Creative Cloud * Content Marketing * Public Relations * Graphic Design * Copy Writing | |  | | --- | | JAMES LISK6 mckibbin Court, #2, Brooklyn, NY 11206 [james\_j\_lisk@yahoo.com](mailto:james_j_lisk@yahoo.com) | Linkedin.com/jameslisk |  ExperienceMarketing Director ISO Student health insurance • February 2020 – May 2020  * Directing all multi-channel demand generation and performance media tactics (organic/paid social, paid search, email marketing, etc.) * Set up campaign level attribution and reporting, utilizing custom UTM parameters, along with existing data architecture * Audited and rebuilt the company’s existing SEM account (making bidding changes that led to a 73% lower CPA) * Audited existing site’s SEO and offered recommendations for new site build * Launched a brainstorming/ideation process with the marketing, content and business development teams * Created brand style guide, advised on redesign for all print collateral and new website * Coordinated the production of branded content (newsletters, blogs, social media, brochures) * Managed email marketing campaigns (drafting copy, building HTML emails, testing, etc.)  Strategic account manager PERFORMICS • August 2014 – September 2019  * Day-to-day account management for Toyota’s coordinated multi-tier paid search program, integrating both regional and local search marketing campaigns for all New York Region dealers (covering 90 dealerships throughout NY, NJ and CT) * Managing client facing reporting platforms like Datorama, and Data Studio, while also sharing custom data pulls and analysis * Overseeing $10+ million in annual digital media spend * Driving paid search strategy across the New York region to align with broader Toyota sales goals and vehicle inventory * Identifying opportunities for growing the account, incorporating new products and channels * Building relationships and collaborating with key stakeholders across multiple agencies and client touch points * Delivering presentations to the dealer association Board of Directors, highlighting strategy and performance metrics * Training Toyota’s management and outreach teams on our digital strategy and tactics via ongoing “lunch and learns”  SR. account manager / ConsultanT ABI MARKETING PR • August 2012 – august 2014  * Driving integrated marketing communications programs for top tier B2B client accounts in the oil & gas, packaging and plastics industries * Developing strategies that leverage a variety of channels, from digital tactics, like PPC and social media, to traditional media relations, marketing and advertising * Presenting program proposals & research findings to C-level executives and corporate boards * Planning, implementation, and reporting for SEO, SEM and display campaigns * Leading day-to-day client contact, while growing revenue * Conducting comprehensive brand messaging & positioning exercises with clients; delivering actionable recommendations to grow market share * Driving brand identity and logo design initiatives for clients * Providing trade show support and organizing corporate events for clients * Writing and editing press releases, feature articles, and case histories * Managing client service teams, while working closely with the CEO, Managing Directors and Account Directors to achieve program milestones and objectives * Working with an assortment of vendors and partners across the full spectrum of creative, advertising, marketing and digital disciplines * Growing revenue through various new business activities  Sr. account executive beckerman pr • july 2011 – august 2012  * Handling day-to-day media relations and client services duties for a roster of top tier real estate, construction and professional services clients * Devising and implementing integrated media strategies that leverage both traditional and digital channels * Composing client PR plans and ensuring objectives and campaign milestones are being met * Launching and managing paid social campaigns for residential RE clients * Overseeing campaign effectiveness via various analytics platforms (Facebook Insights, Google Analytics, etc.) * Writing press releases, client bios, bylines articles, boilerplates and brand statements * Designing client marketing collateral and providing design recommendations for client websites * Coordinating the production of informational client videos and “sizzle reels” * Event planning & execution on behalf of clients * Vetting weekly and monthly reports prior to client delivery  pr & marketing communications manager perception research services • September 2008 – june 2011  * Created and managed PRS’ annual marketing and PR plan/budget (with input from President & SVP) * Devised and implemented PRS’ social media community management on Facebook, LinkedIn, etc. * Coordinated vendor relationships for web, video and print production * Executed media buys for both print and web display advertisements * Tracked analytics for both our website and social media presence * Coordinated and project managed award winning redesign of PRS’ corporate website, providing design & SEO recommendations that resulted in a doubling of site traffic * Produced promotional videos and animated content, including scripting and voiceovers * Managed PRS’ email database and email marketing campaigns * Saleforce administrator for account management team * Produced marketing collateral for B2B marketing efforts and new product launches using Adobe InDesign, Illustrator and Photoshop * Wrote copy for PRS’ website, advertisements, brochures and sell-sheets * Made regular updates to the company website * Conducted media outreach for PR efforts and managed relationships with trade publishers * Conducted competitive intelligence, trend spotting and media monitoring * Created a company-wide Wiki for knowledge sharing purposes * Assisted with editing and proofreading book “Winning at Retail” for author, and PRS’ company President, Scott Young |