

JEREMY LOUIS PHILIPSON

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EXPERIENCE

EMAIL MARKETING ASSOCIATE

FanDuel, Inc

New York, NY

February 2017 — Present

Maintain master CRM calendar, which includes all outgoing email and mobile campaigns
Oversee execution of all outgoing campaigns, reaching upwards of 2 million users per day
Developed campaigns to increase user retention, including overhaul of new user onboarding program and upgrade of email template code and design
Coordinated creation and launch of multi-asset campaign hyping new product release

EMAIL MARKETING COORDINATOR

FanDuel, Inc

New York, NY

June 2016 — February 2017

Built, tested, and deployed promotional email and mobile campaigns, while ensuring all outgoing messaging maintained consistent brand clarity and integrity
Collaborated with internal teams to develop emails for event and promotional use
Created and edited emails and offer-related landing pages in HTML and CSS
Executed email and mobile campaigns to increase user retention and reactivation

CUSTOMER SUPPORT AGENT

FanDuel, Inc

New York, NY

June 2015 — June 2016

Answered incoming user questions, concerns, and issues in a timely manner
Maintained a top-10 ranking in volume and satisfaction rating during my tenure
Monitored for site issues and escalated to proper channels to ensure speedy resolution
Worked with various departments within the company to ensure any new information was updated and accurate across all webpages

MARKETING COORDINATOR

Wake Forest University

Winston-Salem, NC

Sept 2014 — May 2015

Supported marketing efforts during all Wake Forest athletic events
Developed, implemented, and executed marketing plans for Men's and Women's tennis, including increasing Men's tennis attendance by 22% for the season
Managed student worker program, and acted as liaison to full-time staff
Designed and created graphic pieces for print, ad, and digital use

VIP ACCESS & EXPERIENCE INTERN

Brooklyn Nets

Brooklyn, NY

Sept 2013 — Dec 2013

Assisted Account Managers in servicing 11,000 season ticket holders at Barclays Center and addressed fan concerns at all Nets home games
Worked with VIP Department to introduce large scale initiatives for Brooklyn Nets 2013-2014 campaign, including a new digital platform for season ticket holders

EDUCATION

Syracuse University

Syracuse, NY, Class of 2014

B. S., **Sport Management**, David B. Falk College of Sport and Human Dynamics
Minor: **Marketing**; Cumulative GPA: 3.67/4.00; Major GPA: 3.87/4.00

SKILLS

Adobe Photoshop
ExactTarget, Selligent
AppBoy
HTML/CSS
JavaScript
SQL

AWARDS

Graduated *magna cum laude*
The Hillel Alfred Wohl/Leonard Rubin
Student Leadership Award recipient
(2012-2013 Academic Year)
Chancellor's Scholarship recipient
(2010-2014)
Dean's List (Spring 2011-Spring 2014)

ACTIVITIES

Extra Point Sports Magazine (2012-2014)
Sour Citrus Society (2010-2014)
Phi Delta Theta International Fraternity
(2011-2014)
Hillel/Freshfest Orientation Facilitator
(2011-2013)
Sport Management Club (2011-2014)

