

DAVID LEVENSON

DIGITAL MARKETING SPECIALIST

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Dynamic and intuitive individual with an extensive background in digital marketing, account and project management, and luxury real estate and destination branding. My acquired skills allow the ability to bring a focused and high energy drive to all of my work including SEO, PPC, strategy, sales, PR, and event management. Proficient in MS Excel, Google Analytics and AdWords, G-Suite, Adobe Creative Suite, multiple CMSs, CRMs, email campaign platforms, and multifamily property marketing tools. I have excellent organizational skills and a progressive results-oriented disposition that keep me motivated and challenged to continue to learn and develop my professional capabilities.

WORK EXPERIENCE

ACCOUNT MANAGEMENT LEAD, CO OP Branding Partners

July 2018 – November 2019

- Lead a wide variety of projects across creative, strategic, and marketing deliverables, ensuring an established quality of work within time, budget, and strategy parameters.
- Managed internal resources through communication, scheduling, clearly defined short-term and long-term goals, and solved both internal and external obstacles.
- Oversaw the accounts that represented 65% to 70% of the company's monthly actualized revenue within Q2 and Q3 2019 including project upsell and ongoing business development.

INNOVATIVE MARKETING SUPERVISOR, Korman Residential Properties

December 2015 – June 2018

- Responsible for overseeing all online marketing endeavors including managing the property websites, ensuring accurate data within Internet Listing Services (ILS), seeking innovative industry amenities and tools, and promoting online reputation management.
- Relunched online advertising within Google, Facebook, Yelp platforms with over \$110,000 spent between Q1 2016 and Q2 2018 resulting in more than 130,000 clicks with an average CTR over 4.5%.
- Promoted company's 100th anniversary, including spearheading announcements and community campaigns, and winning Firsttrust Bank's 2017 Business First Awards recognizing businesses making a positive impact.
- Received personal recognition as a finalist in The APTS Magazine's 2017 MVP Awards as Executive of The Year.

PUBLIC RELATIONS MANAGER, Aversa PR

February 2015 – August 2017

- Organized and promoted events including restaurant openings, community activations, and pop-up events.
- Assisted in local news placement, increased website and social media interactions and activity.

SEO ASSOCIATE, SEER Interactive

June 2012 – July 2013

- Created campaigns to strengthen traffic and authority of client websites through link-building strategies, keyword research and targeting, and greater visitor interactions.
- Monitored website traffic and conversions using Google Analytics and created client-customized reports.
- Analyzed clients' web pages and recommended optimizations to increase page ranking on all search engines.

FRONT OF HOUSE MANAGER, Bones Grille

March 2011 – June 2012

- Oversaw daily operations for restaurant and bar including marketing, promotions, and customer relations while increasing year-over-year revenue by 25% at the time of the restaurant's sale.
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EDUCATION

INDIANA UNIVERSITY OF PENNSYLVANIA, Biology Major

MONTGOMERY COUNTY COMMUNITY COLLEGE, Biology Major

VOLUNTEER

MEMORABILIA FOR CHARITIES, Tri-State Area