

LITAL KENZI

M: 609.317.5785 • E: litalkenzi@gmail.com • Website: litalkenzi.com

SUMMARY

Marketing professional with extensive experience in cross-platform marketing campaigns, social media and branding strategy, content writing, event management, SEO, and business analytics in the publishing, education, insurance, and technology fields.

PROFESSIONAL EXPERIENCE

MARSH & MCLENNAN USA, Victor O. Schinnerer

September 2014-Present

Marketing & Communications Specialist, UI/UX Designer

Chevy Chase, MD

- Develop and manage the firm's website (front end developer), including: daily maintenance, web design (CSS, wireframe), metadata, taxonomy, html code, content writing, and usability testing
- Developing and executing strategy to multi-channel campaigns to drive more business
- Managing IT and developer team workload and priorities on website projects for four environments
- Translating business objectives into technical improvements for website
- Improving and monitoring website's SEO ranking to support google/bing search crawl
- Creating and monitoring SEM campaigns on AdWords for targeted programs to maximize visibility and click traffic

NETLOGICDC LLC

March 2014- August 2014

Director, Marketing & Business Development

Bethesda, MD

- Developed and executed a sales and marketing strategy for technology products with the goal of increasing revenue by 20%
- Performed site analysis, keyword research mapping and SEO competitor research
- Managed and oversaw website, direct mail, print and marketing collateral projects
- Generated new business leads from target market segments and managed client accounts
- Tracked CRM key performance metrics to quantify and monitor progress against budget

TEACHING STRATEGIES LLC

July 2012- March 2014

Manager, Business Development & Customer Solutions

Bethesda, MD

- Developed a sales and marketing strategy for a digital product to increase company's customer base by 10%
- Successfully lead efforts to improve customer retention increasing company figures by 7% during my tenure
- Designed and implemented a training module (TOT) resulting an increase of Professional Development revenue by ~\$500K

Associate Manager, Marketing & Communications

January 2010- June 2012

- Coordinated digital marketing, Facebook & Twitter postings, branding, content writing, and marketing collateral for tradeshows that led to increase of 20% in booth traffic
- Augmented the company's customer interface through social media and an enhanced digital experience at trade shows leading to increased website traffic and sales leads
- Managed 250+ tradeshows and special events domestically and internationally. Supervised a staff of three and oversaw all logistics including vendors, travel, housing, key-note speakers and trainings
- Led multi-channel marketing initiatives across multiple customer segments including local and state education officials with a focus on customer retention leading to sales opportunities of ~\$250K/year

Coordinator, Marketing & Exhibits

September 2008- December 2009

- Created and developed social media pages, campaigns, and content for Facebook, Twitter, and blogs
- Managed 50 exhibition conferences and traveled nationally to represent the company and build on the sales lead pipeline
- Led focus groups for rebranding company's key product offerings
- Established new departmental procedures of evaluation and effectiveness regarding event planning
- Created content, graphics, and landing pages for online marketing campaigns

SILVERLINING INTERIORS

January 2008- August 2008

Office Manager

New York, NY

- Collaborated with external marketing consultant to create marketing collateral and formulate a targeted campaign to increase website traffic and enhance brand awareness
- Prepared, wrote and delivered effective presentations to support senior management

EDUCATION

GENERAL ASSEMBLY

September 2015- June 2016

Google Analytics class, SEO class, Html, CSS & Web Design certification

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THE COLLEGE OF MANAGEMENT, Tel Aviv, Israel
Bachelor of Arts, Psychology

September 2005

MILITARY SERVICE

ISRAEL DEFENSE FORCES, Intelligence Corps
Security & Interrogation Specialist

September 1999- July 2001

ADDITIONAL INFORMATION

Languages: Hebrew (native), English (Full professional proficiency), Spanish (basic), Arabic (basic)

Technical Skills: Html, CSS and web design, Salesforce, ExhibitForce, Marketo, Hubspot, Hootsuite, Microsoft Office (Word, Excel, PowerPoint, and Outlook), Photoshop, InDesign, AdobePro, Google Analytics, AdWords, WordPress, Ektron (CMS), Sublime, SPSS

Interests: Volunteering at domestic violence shelter, scuba diving, anthropology, biking and creative writing