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| **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, 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 (CSSs, 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**  **Google Analytics class, SEO class, Html, CSS & Web Design certification**  **THE COLLEGE OF MANAGEMENT, Tel Aviv, Israel** | | | | **September 2015- June 2016**  **September 2005** | |
| **Bachelor of Arts, Psychology** | | |  | | |
| **MILITARY SERVICE** | | | | | |
| ***ISRAEL DEFENSE FORCES, Intelligence Corps*** | | | **September 1999- July 2001** | | |
| **Security & Interrogation Specialist** | | |  | | |
| **ADDITIONAL INFORMATION** | | | | | |
| **Languages:** Hebrew (first language), English (fluent), Spanish (basic), Arabic (basic) | | | | | |
| **Technical Skills:** Html, CSS and web design,SalesForce**,** ExhibitForce, Marketo, Hubspot, Hootsuite**,** Microsoft Office, Photoshop, AdobePro, Google Analytics, AdWords, WordPress, Ektron (CMS), SPSS | | | | | |
| **Interests:** Volunteering at domestic violence shelter, scuba diving, anthropology, biking and creative writing | | | | | |