# Profile



Highly skilled digital media professional with experience managing digital marketing campaigns, coordinating business development, and running live promotional events. Takes initiative and proactively immerses one’s self into the strategic and tactical characteristics of any new role. Brings consistency and dependability in achieving outcomes in a highly creative and deadline-driven environment.

## Work Experience

## Plexus Entertainment, LLC • New York, NY • 2007 – PRESENT

## *Marketing Manager • GoWatchIt.com, MRQE.com • 2009 – PRESENT*

## Develops and executes digital marketing and branding strategies for two websites who’s audience comprises a total of 400,000 filmmakers, moviegoers, and general film fans. Specific duties include: managing digital marketing initiatives; email, e-commerce, social media and web traffic analysis; web content marketing and management; customer and client support and account management.

## Develops on-going strategic social media and content marketing plans targeting Facebook, Twitter and YouTube, contributing to steady growth of traffic and other internal key performance indicators.

## Oversees web/mobile traffic and affiliate sales for the two sites and their clients, delivering detailed e-commerce, email, social media and web traffic analysis showcasing continued gains on all fronts.

## Organizes, tests, edits, launches, and reports on weekly email marketing campaigns for 10,000+ engaged users.

## Handles weekly average of 10-20+ customer and client support emails, user comments, and posts, immediately resolving 95% of issues regarding account updates, product inquiries, technical issues, and others.

## *Marketing Coordinator • Adventureus.com • 2007 – 2009*

## Conceptualized various marketing, branding and business development initiatives for Adventureus.com, an adventure travel trip seller and social network, owned by D2C2, LLC, which later became Plexus Entertainment, LLC.

## Maximized marketing visibility in light of a tight budget through barter exchanges via cold calling and emailing, and leveraging social media platforms

## Extensively researched the adventure travel sector and leveraged popular web forums and networks, which doubled our web traffic and account creations.

## Planned and managed appearances at various industry and consumer trade shows and expos

## Promotions Director • Long Island Radio Group • Farmingdale, NY • 2007 – 2007

## Managed and motivated a crew of 15+ part-time employees and interns for four mid-market radio stations. Specific duties included management of key station and sales events, live remote broadcasts and major charitable functions; implementation of on-air contesting and management of the prize database.

## Head manager for key station/sales events and primary point-of-contact in the field for clients

## Implemented on-air contesting and managed prize database

## Updated weekly online events calendar

## Improved employee engagement by re-instituting a viable employee recognition program

## Promotions Assistant • WAXQ-FM/Clear Channel • New York, NY • 2004 – 2007

## Managed and executed on-site station promotional events and provided client support. Specific duties included coordination of live broadcasts, assistance with on-air media events and contests, and liaising between Sales and Programming to execute station promotions.

## Recognized as a star-performer by being constantly called upon to manage key station events

## Managed promotional music library and spearheaded its re-organization and expansion

## Production Assistant for *The Jim Kerr Rock ‘n Roll Morning Show* (2007)

# Education

**New York Code + Design Academy** – New York, NY – Web Development 100 (anticipated graduation March 2016) **General Assembly** – New York, NY – Digital Marketing Intensive (Summer 2014) **New York University-SCPS** – New York, NY – Professional Certificate, Digital Media Marketing (2009 – 2012)  
**Quinnipiac University** – Hamden, CT – M.S. Journalism (2003 – 2004)  
**University at Albany** – Albany, NY – B.A. Communications (1999 – 2003)

# Skills

**Business:** Digital Strategy; Digital Marketing; Email Marketing; Social Media & Community Management; SEO/SEM; Event Marketing, Planning & Management; creative writing; copywriting; press releases; blogging; photography

**Tech:** Social Media (Facebook, Twitter, Tumblr, Instagram, Pinterest, YouTube, HootSuite, TweetDeck, etc.); Email Platforms (Constant Contact, MailChimp, Sendgrid); Google Analytics; Adobe Photoshop; WordPress; CRM & CMS software; HTML, CSS, JavaScript; MS Office, Google Docs and related applications