

MARK ROTHLEITNER JR

Digital Marketer

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SKILLSET

Digital Advertising	● ● ● ●
Paid Social	● ● ● ● ●
Web Analytics	● ● ● ●
Tableau	● ● ●
CRM Marketing	● ● ●
Photoshop	● ● ● ●
Illustrator	● ● ●
After Effects	● ●
Premiere Pro	● ● ●
Ableton Live	● ● ● ●
HTML+CSS	● ● ●
JavaScript	● ●
Qualtrics	● ● ●
Powerpoint	● ● ● ●
Excel	● ● ● ●

TRAITS

AGILE LEARNER
STRONG CREATIVE INSTINCT
STRATEGIC VISION
FOCUSED
ORGANIZED
INNOVATIVE
EFFECTIVE COMMUNICATOR
TEAM PLAYER
PASSIONATE

INTERESTS

Music, DJing, Digital Art, Design, Cooking
Videography, Photography, Basketball,
Bowling, Food, Board Games, Technology

EXPERIENCE

Digital Media Specialist 2U

Washington, DC
April 2017 - Present

- Pilot a diverse portfolio of digital advertising tactics for some of the oldest brands in the United States, including UC Berkeley, NYU, and Syracuse University
- Generated more than \$5 million in revenue for the business through paid media channels
- Designed a repeatable framework for our team to organize media testing efforts and reporting standards
- Built a dashboard that allows the integration of advertising platforms with no API access to our data tables
- Researched, pitched, and tested Quora advertising, establishing the platform as a key media strategy
- Leveraged Tableau to create a system for pinpointing misattributed advertising spend in our data architecture

Account Manager Blazetrak

Richmond, VA
Jan 2016 - April 2017

- Prospected, recruited, and managed music industry professionals for the Blazetrak platform
- Coordinated and optimized Facebook Ad Campaigns
- Automated database marketing efforts through the development of a multi-touch email strategy
- Implemented a web analytics tool with the Dev Team to optimize focus points on the platform. Insights gathered helped to redefine digital marketing strategy
- Devised and tested new product offerings such as Live Stream Reviews and Ancillary Add-Ons

Research Fellow in Entrepreneurship University of Richmond

Richmond, VA
Jun - Aug 2015

- Investigated the viability of a marketplace service for connecting instrumentalists to electronic music producers
- Conducted research and developed tests to challenge several critical hypotheses
- Built an MVP (minimum viable product) in the form of a website to analyze demand and facilitate networking

Assistant to Global Campaigns Manager Weatherford International

Houston, TX
Jul - Aug 2014

- Conducted research on competitor advertising trends
- Orchestrated media buys with ad representatives from various oil & gas publications
- Assembled campaign performance reports for multiple product lines

EDUCATION

University of Richmond
Richmond, VA
May 2016

Bachelor of Science in Business Administration
Major in Marketing

Magna Cum Laude
GPA: 3.71

Studio Art Minor
Focus in Digital Media

CERTIFICATIONS

