

# MARK ROTHLEITNER JR

## Digital Marketer

📞 (410) 627-5090

✉️ mrothjr@gmail.com

🌐 markrothleitner.com



## SKILLSET

PPC Advertising	● ● ●
Digital Analytics	● ● ●
Social Media Marketing	● ● ● ●
Intercom (CRM)	● ● ● ●
SEO	● ●
Adobe Photoshop	● ● ● ● ●
Adobe Illustrator	● ● ●
Adobe Premiere Pro	● ● ● ●
Adobe After Effects	● ● ●
Qualtrics	● ●
Ableton Live	● ● ● ●
Microsoft Office Suite	● ● ● ●

## TRAITS

AGILE LEARNER  
STRONG CREATIVE INSTINCT  
STRATEGIC THINKER  
FOCUSED  
ORGANIZED  
EFFECTIVE COMMUNICATOR  
TEAM PLAYER  
FUN  
KIND

## INTERESTS

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

## EDUCATION

University of Richmond  
Richmond, VA  
May 2016

**Magna Cum Laude**  
GPA: 3.71

**Bachelor of Science in Business Administration**  
Major in Marketing

**Studio Art Minor**  
Focus in Digital Media

## EXPERIENCE

Account Manager  
**Blazetrak**  
Richmond, VA  
Dec 2015 – Present

- Prospect, pitch, and recruit music industry professionals for the platform
- Educate clients about product functionality during onboarding. Handle troubleshooting and assist with promotional strategy
- Coordinate and optimize Facebook Ad Campaigns
- Automated database marketing efforts through the development of a multilevel email campaign
- 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

Freelance Digital Marketer  
**Wonderoll Ice Cream**  
Richmond, VA  
Nov 2016 – Present

- Manage Social Media strategy and PPC advertising
- Consult business and marketing tactics
- Designed and built the company website (unpublished)

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
- Iterated through several minimum viable products to test relevant hypotheses

Assistant to Global Campaigns  
Manager  
**Weatherford**  
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

Social Chair, Secretary, Webmaster,  
New Member Educator  
**Delta Kappa Epsilon**  
University of Richmond  
Aug 2014 – May 2016

- Planned social events and coordinated with other campus groups as Social Chair
- Organized and disseminated pertinent information to the chapter as Secretary
- Created the new chapter website as Webmaster

## CERTIFICATIONS

