

Tom Bodenheimer

7408 Rocky Ravine Drive, Fairfax Station, VA 22039 | 703.300.0205 | bodetd7@gmail.com

EDUCATION

Wake Forest University, Schools of Business
Bachelor of Science in Business and Enterprise Management
Concentration: Marketing
Dean's List: 3 semesters

Winston-Salem, NC
May 2011

PROFESSIONAL EXPERIENCE

Havit Advertising
Account Management Intern

Washington, DC
December 2013 – Present

- Develop and execute weekly social media plans for client
- Analyze and report on Google AdWords and paid social media campaigns
- Negotiate vendor pricing and scheduling to fulfill clients' campaign needs
- Prepare media plans, statements of work, and media authorizations
- Perform daily audits on client's ad placement

RP3 Agency
Account Coordinator

Bethesda, MD
January 2013 – September 2013

- Manage day-to-day communication on projects to keep them on track
- Write strategically-focused creative briefs, job openers and revision requests
- Collaborate with agency teams to develop strategic recommendations based on clients' marketing and business goals
- Update client on projects by completing status and conference reports
- Maintain in-depth level of detail and organization with all agency and client-related projects
- Establish, grow, and strengthen rapport with clients
- Ascertain and respond to client needs and effectively communicate these needs to the agency teams
- Conduct research on and analyze client competitors and industry landscape
- Coordinate internship program (involves recruiting, interviewing, hiring, conducting performance evaluations, managing workloads, etc.)

DC Software Development
Marketing Consultant

Charlotte, NC
October 2012 – April 2013

- Develop and execute branding strategy of start-up tech company
- Coordinate creation of and make key decisions on company's logo
- Negotiate and handle business arrangements for website development

Arts by Alexander
Marketing Consultant

High Point, NC
October 2012 – December 2012

- Create long-term, sustainable, and low budget marketing plan
- Establish and build social media presence to drive business and maintain consistent brand exposure
- Liquidate excess inventory to strengthen company's focus on custom framing
- Develop, coordinate, and execute marketing strategies to reach upscale markets and build brand recognition
- Design, build, and customize company's first website to showcase unique strengths and services – www.ArtsbyAlexander.com
- Conduct market research, target underutilized markets, and generate new customer leads

Northern Virginia Magazine*Account Executive*

Chantilly, VA
April 2012 – July 2012

- Generate new business leads through market research and networking
- Meet with potential clients to assess advertising needs and pitch our various marketing channels' capabilities
- Review and present ad concepts, layouts, and copy to the client for approval
- Communicate the client's feedback to the creative department and discuss next steps in the campaign

ACTIVITIES AND MEMBERSHIPS**Marketing Club, Wake Forest University***Founding Member*

Winston-Salem, NC
Spring 2011

- Organized club structure and committees
- Planned trips to marketing firms
- Recruited speakers for on-campus lectures

Study Abroad, Wake Forest University*Student*

Vienna, Austria
Spring 2009

- Completed five courses, including Negotiations and Legal Environment of Business
- Organized international travel events
- Navigated major European cities in nine countries

Alpha Kappa Psi, Wake Forest University*Active Member*

Winston-Salem, NC
Spring 2010 – Spring 2011

- Elected Pledge Class Vice President and Head of the Community Service Committee
- Served on Professional and Fundraising Committees

SKILLS

- Proficient in Microsoft Office Suite, Adobe Photoshop, Google AdWords
- Working Knowledge of WordPress, Adobe InDesign, Google Analytics
- Working Knowledge of German (written/spoken)