

Ari Solomon

Development & Outreach Coordinator - Jewish Home Life Communities

Brooklyn, NY 11238

arisolomon6_pgt@indeedemail.com

(770) 713-9631

A marketing professional with a focus in digital content production and strategy. Strong communication and branding skills. 3+ years expertise in social media management, website design, and writing.

Willing to relocate: Anywhere

Authorized to work in the US for any employer

Work Experience

Development & Outreach Coordinator

Jewish Home Life Communities

March 2018 to Present

Develop, plan, oversee, and evaluate marketing strategies; maintain day to day marketing tools

- Create promotional email campaigns to solicit demographics identified through queries
- Assist in organization wide rebrand plan and execution as well as external communication strategy
- Enable sales team to fill all properties to capacity through online promotions and guerilla marketing
- Initiate and complete website updates such as page redesigns for streamlined usage for end users on several sites
- Oversee contractors in order to complete extensive digital campaigns; review campaign results and make calculated recommendations accordingly
- Design and launch intranet for staff; track results and devise promotions for expanded usage
- Create queries that effectively provide data driven decisions for organization wide solutions
- Produce and manage all content for eight organization Facebook pages
- Organize promotional events to engage in community outreach and boost consumer awareness
- Propose resource allocation plans to advance marketing strategies
- Revise and edit blogs to be posted to website, shared on social media, and published in local papers
- Construct plan to solicit positive online reviews among clients and consumers
- Exercise creative freedom to explore and execute original marketing plans
- Craft strategy for promotional usage of video and photography

Optician's Assistant

Belvedere Eye Center

October 2017 to March 2018

Assist in day to day activities such as communicating with patients and expediting the eye exam process.

- Collaborate with optician and other staff in order to both improve patient experience and promote sales of eyewear
- Handle customer complaints and feedback in order to facilitate future improvement
- Learn about small business operations in fast paced environment

Retail Sales Associate

Macy's

October 2016 to February 2018

Implement exceptional customer service and engage in consumer retail sales.

- Bolster B2C sales through promotional events and cross merchandising
- Exercise flexibility to work with different clientele and new products on a daily basis
- Assist customers with focus on problem resolution and customer service while devising solutions on the go

Social Media & Marketing Associate

ModernTribe

May 2015 to December 2015

Lead social media and marketing strategies via promoting products and brands.

- Increased summer sales by 30% of past summer sales through calculated strategies such as media contact/partnerships and consumer involvement in addition to promotional writing such as timed blogs
- Wrote promotional articles for corporate website to attract new clientele and to update them on upcoming events
- Designed, planned, and executed guerrilla marketing plans such as a scatter hunt throughout Atlanta

Marketing Intern

Social Joe Marketing

February 2015 to May 2015

Provided social media content and strategy, reviewed marketing plans; performed market research.

- Effectively provided management marketing research and digital marketing outlets to increase clients' revenue
- Managed the company's Twitter account and created Tweets for Piece of Cake (the company's largest client) in order to boost sales
- Provided clients with new means of advertising. i.e. "444 plans" (promotions within 4 walls, blocks, and miles)

Education

Bachelor of Business Administration in Marketing

Georgia State University, J. Mack Robinson College of Business - Atlanta, GA

August 2016

Skills

Digital Marketing, Google Analytics, Advertising Strategy, Brand Management, Brand Development, Branding, Brand Strategy, Campaign Management, Creativity, Social Media Marketing, Verbal Communication, Written Communication, Public Relations, Content Production, Content Strategy, Content Marketing, Website Design, Social Media Management, Microsoft Office, Excel, Word, Powerpoint, Publisher, Wordpress, Shopify, MyHub Intranet, Blogging, Google Adwords, Facebook Paid Promotions, Facebook, Twitter, LinkedIn, Pinterest, Instagram, ReviewTrackers, SQL, Query Based Software, Raiser's Edge, Luminare, Blackbaud Suite, Content Management, Copywriting, Project

Management, Analytics, Statistics, Hebrew, Website Design, Website Development, Website Content, Marketing, Email Marketing, Constant Contact, MailChimp, Social Media, Email, Canva

Links

<https://www.linkedin.com/in/ari-n-solomon/>

Certifications/Licenses

Google Ads Mobile Certification

April 2019 to April 2020

Google Ads Search Certification

April 2019 to April 2020

Google Analytics Individual Qualification

April 2019 to April 2020