

# Bogdan Tabaka

## **Director of Sales & Marketing, xyzDisplays**

Glen Rock, NJ 07452

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201-820-7500

Experienced and results driven Marketing & Sales professional with a demonstrated track record of developing, executing and integrating Digital Marketing policies, Event Marketing projects, and E-Commerce strategies. Captivated with studying the world of social media, information technology and how leadership is inspiring change in the digital revolution. I am passionate about challenging myself, empowering others around me and working with peers on closely-knit teams to achieve common goals.

## Work Experience

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### **Director of Sales & Marketing**

xyzDisplays.com - Montville, NJ

April 2018 to Present

Develop and manage sales/marketing operating budget and oversee advertising activity including print, online(google), and electronic media channels. Involved heavily in developing strategies for product positioning for online store, sales forecasts for upcoming trade show and exhibitions, and price strategy to produce the highest possible long-term client retention as well as keep manufacturing costs low.

- Increased profit/loss ratio by outsourcing shipping logistic costs by estimated 15% in 9 month period

- Redesigned meta tag categories and optimized SEO for 100+ categories and products; increased organic search rate conversion to be higher than paid searches

### **Part-time Digital & Event Marketing Consultant**

UNWLA - Clifton, NJ

2014 to Present

Currently responsible for development of social media presence and print material including non-profit sponsorship proposals, social media engagement strategies and posts, weekly newsletters, graphic projects and advertising; coordinated event engagement and local community presence.

- Edited 20+ press releases

- Achieved highest ordainment for UNWLA from the Ukrainian Orthodox Church in Kiev, Ukraine

- UNWLA in 2018 became the largest non-profit organization in donation and volunteer missions in Ukraine.

### **Partner and Manager**

Exclusive Electrolysis - Fair Lawn, NJ

2010 to Present

Accountable for development and execution of integrating marketing plans, quarterly income reports, and related budgets; hire, train and manage marketing and support teams; sales and client management, providing tools for successful service sales growth.

- 6+ years experience sourcing new cosmetic vendors/services to increase profitability for company
- Exclusive Electrolysis was recognized by Associated Skin Care Professionals
- Recognized by Yelp as "Top Service" company in 2016

## Education

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### **Bachelors Degree in Marketing in Marketing**

Fairleigh Dickinson University

2016

## Assessments

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### **Social Media Skills — Highly Proficient**

February 2019

Measures a candidate's ability to create content, communicate online, and build a brand's reputation.

Full results: [https://share.indeedassessments.com/share\\_assignment/wesy2ezdlskd2-vo](https://share.indeedassessments.com/share_assignment/wesy2ezdlskd2-vo)

Indeed Assessments provides skills tests that are not indicative of a license or certification, or continued development in any professional field.

## Additional Information

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Co-Organizer/ Master of Ceremonies of Miss Ukrainian NJ 2018

- Primarily responsible for event advertising and online media presence.
- Designed, copyrighted, and created official website for event ([missukrainiannj.com](http://missukrainiannj.com))

Event sold out with 460 attendees, 17 business sponsors, \$32,000+ raised and personally recognized by local press for achievements.

Co-Organizer, Iryna Fedyshyn Concert Feb 22nd - 2019

Concert sold out in 23 days with 800 attendees and 5 Sponsors

- Professional Development Program (PDP) Ambassador- Fairleigh Dickinson University
- Fluent in English, Ukrainian, Russian, Polish

- Proficient in Microsoft Office Suite programs
- Extremely proficient with Adobe Creative Suite design programs
- Knowledge in Quickbooks, Salesforce, Volusion, Opencart, Shopify, GoogleAD Marketing Platform, and other inbound marketing software
- American National Ballroom Dance Champion, have participated in over 300+ dance competitions nationally