|  |
| --- |
| **SUMMARY** |
| Marketing professional with extensive experience in cross-platform marketing campaigns, social media, strategy, content writing, event management, SEO, and business analytics in the publishing, education, and technology fields.  |
| **PROFESSIONAL EXPERIENCE** |  |
| ***MARSH & MCLENNAN USA- Victor O. Schinnerer*****Marketing & Communications Specialist*** Developed Schinnerer.com and conduct daily

***NetlogicDC LLC,*  Bethesda, MD**  |  ***September 2014-Present******March 2014- August 2014*** |
| **Director, Marketing & Business Development** |  |
| * Developed and executed a sales and marketing strategy for technology products with the goal of increasing revenue by 20%
 |
| * Performed site analysis, keyword research mapping and SEO competitor research
 |
| * Managed and oversaw website, direct mail, print and marketing collateral projects
 |
| * Generated new business leads from target market segments and managed client accounts
 |
| * Tracked CRM key performance metrics to quantify and monitor progress against budget
 |
| ***TEACHING STRATEGIES LLC,*  Bethesda, MD**  | ***July 2012- March 2014*** |
| **Manager, Business Development & Customer Solutions**  |
| * Developed a sales and marketing strategy for a digital product to increase company’s customer base by 10%
 |
| * Successfully lead efforts to improve customer retention increasing company figures by 7% during my tenure
 |
| * Designed and implemented a training module (TOT) resulting an increase of Professional Development revenue by ~$250K
 |
| **Associate Manager, Marketing & Communications**  | ***January 2010- June 2012*** |
| * Coordinated digital marketing, facebook & twitter postings, branding, content writing, and marketing collateral for tradeshows that led to increase of 20% in booth traffic
 |
| * Augmented the company’s customer interface through social media and an enhanced digital experience at trade shows leading to increased website traffic and sales leads
 |
| * Managed 250+ tradeshows and special events domestically and internationally. Supervised a staff of three and oversaw all logistics including vendors, travel, housing, key-note speakers and trainings
 |
| * Led multi-channel marketing initiatives across multiple customer segments including local and state education officials with a focus on customer retention leading to sales opportunities of ~$250K/year
 |
| **Coordinator, Marketing & Exhibits**  | ***September 2008- December 2009*** |
| * Created and developed social media pages, campaigns, and content for Facebook, Twitter, and blogs
 |
| * Managed 50 exhibition conferences and traveled nationally to represent the company and build on the sales lead pipeline
 |
| * Led focus groups for rebranding company's key product offerings
 |
| * Established new departmental procedures of evaluation and effectiveness regarding event planning
 |
| * Created content, graphics, and landing pages for online marketing campaigns
 |
| ***SILVERLINING INTERIORS,* New York, NY** | ***January 2008- August 2008*** |
| **Office Manager** |
| * Collaborated with external marketing consultant to create marketing collateral and formulate a targeted campaign to increase website traffic and enhance brand awareness
 |
| * Prepared, wrote and delivered effective presentations to support senior management
 |
| **EDUCATION** |
| **THE COLLEGE OF MANAGEMENT, Tel Aviv, Israel** | **September 2005** |
| **Bachelor of Arts, Psychology** |  |
| **MILITARY SERVICE** |  |
| ***ISRAEL DEFENSE FORCES, Intelligence Corps*** | **September 1999- July 2001** |
| **Security & Interrogation Specialist** |  |
| **ADDITIONAL INFORMATION** |  |
| **Languages:** Hebrew (first language), English (fluent), Spanish (basic), Arabic (basic) |
| **Technical Skills:** SalesForce**,** ExhibitForce, Marketo, Hubspot, Hootsuite**,** Microsoft Word, Access, Excel, PowerPoint, Outlook, Photoshop, AdobePro, Google Analytics, SPSS, Body Language courses by Internal Security Services in IDF |
| **Interests:** Volunteering at domestic violence shelter, scuba diving, anthropology, biking and creative writing |

Developed Schinnerer.com and conduct daily maintenance including: web design, metadata, html, css

Managing all website projects from start to finish while working with external programmers and developers

Improve SEO ratings of the website to unify branding awareness and expand business

Create and monitor SEM campaigns on AdWords for targeted programs to maximize visibility and click-throughs