

MBA Marketing

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PROFILE

MBA in Marketing synthesizes comprehensive marketing strategies to form high-impact plans. Multi-industry experience in brand building, communications, social media, email campaigns, affiliate marketing, graphic design and typography. Seeking a position in marketing.

SKILLS

EXPERIENCE

Director of Strategic Marketing, Valley Stream, NY

Dec 2013 - Jan 2016

ArkNet Media (promoted from Director of Social Media & Communications)

- Directed email, affiliate and social media marketing for diverse online retailers and service providers
- Developed email marketing campaigns that consistently perform above industry averages
- Provided marketing kit for 5,000 affiliate partners through Commission Junction and Share-A-Sale network
- Utilized social media to reach new audiences and engage existing customers. Platforms used include Facebook Ads, Twitter, Google+, Yelp, Vimeo, Pinterest and Hootsuite
- Designed banner ads, displays and other digital and print marketing materials with unified themes
- Created business plans, partnership documents and press releases for all agency brands
- Served as media and business relations contact for ArkNet and all agency brands; wrote comprehensive branding guide and oversaw ArkNet's internship program for undergraduate students

Marketing Manager, Hempstead, NY

Aug 2012 - Nov 2013

Zarb Graduate Business Career Services, Hofstra University

- Charged with marketing and logistics for career services, job fairs and department-sponsored events
- Significantly reduced redundant information by remapping and rewriting content for new department website
- Streamlined the career development plan for students through implementation of interactive resources
- Rebranded department materials to stand out from other university offices
- Created and analyzed student surveys on department performance each semester
- Served as voice for department through email, Facebook and LinkedIn communications

Marketing Consultant, DeLand, FL

Mar 2011 - Aug 2012

Fleishel Financial Associates: Raymond James Financial, Inc.

- Developed cohesive digital and print marketing materials targeting clients with over \$1 million to invest
- Designed the firm's financial service pricing matrix and mapped its strategic wealth planning process
- Produced the firm's video pitch book for use in sales presentations and client base expansion initiatives
- Complied with federal regulations regarding marketing of financial services
- Mapped and designed new website for the firm

EDUCATION

Frank G. Zarb School of Business, Hofstra University - Hempstead, NY

May 2016

MBA in Marketing | GPA: 3.73

Stetson University School of Business Administration - DeLand, FL

May 2012

BBA in Marketing | Cum Laude & Honors Program | GPA: 3.64

LEADERSHIP + AWARDS

Founding Member, Delta Sigma Phi NYC Alumni Association

2013

President, Zarb Graduate Toastmasters International at Hofstra University

2014 – 2015

Commencement Speaker, Stetson University

2012

Lifetime member of Alpha Kappa Psi Professional Business Fraternity

2010 - Present