

Cliffside Park, NJ 07010 • Mobile:

Summary

Client-driven, strategic and creative manager with a proven sales record and marketing experience

Education

William Paterson University – Wayne, New Jersey Graduated Spring 2013
Awarded “Most Outstanding Marketing Student in Class of 2013”
Degree: Bachelor of Science in Business Administration, Concentration in Marketing
G.P.A.: 3.975

Montclair State University - Montclair, New Jersey Expected Completion: Fall 2019
MBA Candidate - Digital Marketing

Professional Experience

Creative Services Manager 08 /2015 – Present
programming,

- Responsible for managing promotional marketing campaigns for Sports and other major entities.
- Utilize quantitative consulting methods, including A/B Testing and digital analytics to optimize marketing.
- Oversee seven-figure marketing budget for creative content promotions and special events.
- Have reduced marketing budget expenditures by 20-25% annually by leveraging buying power across departments.
- Sample Projects include:
 - Super Bowl 50, NCAA Final Four, The Masters
 - Network programming (The Big Bang Theory, The Late Show with Stephen Colbert)
 - Special events (Upfronts, Annual Board Meeting, Primetime Emmy Awards)

12/2014 – 08/2015

Account Manager

- Responsible for business development, selling direct marketing solutions to Fortune 500 companies.
- Established and developed over 15 new accounts, generating leads and building a pipeline through cold-calling and various prospecting techniques.
- Interacted directly with clients on initial project inquiries, creative promotional programs and execution.

Associate Account Manager 05/2013 – 12/2014

- Developed and maintained large contracted accounts, helping to increase annual revenue by 22% through relationship-based selling tactics.
- Managed the DuPont account, calling on clients throughout the US with up to 50% travel.
- Reported directly to the EVP of Sales, consistently exceeding sales metrics.

Skills

- Proficient working with Customer Relationship Management (CRM) software including Salesforce
- Experience operating content management systems including WordPress
- Skilled in Microsoft Office, Adobe Illustrator, Adobe Photoshop CC, Google Analytics
- Published writer, including a monthly column in industry periodical (Advertising Specialty Institutes' Advantages Magazine)