

DIRECTOR OF MARKETING

AXIS INSURANCE SERVICES & PL RISK ADVISORS-FRANKLIN LAKES, NJ

2018-2021

- Managing, posting and updating the company's various social media platforms. Increased number of followers up to 40% each year.
- Overseeing all aspects of online, digital, and corporate marketing. Aided the company in generating \$70,000 in one year towards overall company revenue due to marketing efforts.
- Managing the company's marketing automation software platforms. Sending trigger based campaigns & workflows.
- Managing the company's overall marketing efforts, writing, blogging and development of materials.
- Research of industry topics.
- Working with the sales department to create and develop marketing materials for clients.
- Maintenance of the company's various websites including updates, postings and design.
- Development, management and tracking of Email campaigns.
- Developing reports, benchmarks and management tools to assist management in decision making.

PROGRAM DIRECTOR

ACCESS HEALTH SYSTEMS & ACCESS RISK MANAGEMENT SERVICES-LATHAM, NY

2016- 2017

- Developed and managed a marketing plan for Access Health & Access Risk Management Services.
- Networked at tradeshow events and conferences to build contacts and connections.
- Administered and developed innovative ideas for each program.
- Traveled across New York State to towns and counties to meet with government officials regarding risk management and health services.
- Prepared and presented marketing projects and presentations.
- Managed the social media profiles for both programs.

MARKETING DIRECTOR

PYRAMID MANAGEMENT GROUP/ THE GALLERIA AT CRYSTAL RUN MALL MIDDLETOWN, NY

2015-2016

- Prepared marketing activity reports and oversaw proper collection of all annual market research.
- Created leasing presentations and participated in leasing site tours.
- Directly supervised one subordinate supervisor and five customer service representatives.
- Managed recognition and discipline of employees, addressing complaints, and resolving problems.
- Planned and executed innovative marketing plans and programs to optimize and increase market share and profitability.
- Developed and administered the marketing budget for the center of over \$500,000 annually.
- Planned and oversaw advertising and promotions activity including print, electronic, direct mail.
- Served as PR spokesperson for live radio morning shows and television news interviews.
- Managed Center's social media presence and direct programs to improve social media reputation, recognition.
- Developed and maintained relationships with local media to enhance public relations and positive exposure.

MARKETING & SALES ASSISTANT

FOX RADIO/SUNRISE BROADCASTING-NEW WINDSOR, NY

2014-2015

- Created marketing materials for the radio station.
- Assisted with creating a social media strategy for the station and coordinated promotions, and events.
- Researched statistics and figures for sales department; maintained and updated client database files.
- Compiled and edited press releases, proposals, monthly newsletters.
- Booked speakers for morning show, managing several ticket trade giveaways; strategized contest concepts.
- Assisted the station with live broadcast events including copywriting and supporting production team.

