

## EDUCATION

**Montclair State University**  
 B.S. in Business Administration  
 (Concentrations in Marketing &  
 International Business)  
 GPA: 3.57/4.00, Cum Laude

## PROFESSIONAL SKILLS

Ad Operations  
 Ad Optimization  
 Digital Media Planning  
 E-mail Marketing  
 Event Planning  
 Image Editing  
 Online Branding  
 Online Lead Generation  
 Proposal Writing  
 Social Networking  
 Web Analytics

## TECHNICAL SKILLS

Adobe Photoshop  
 Basic HTML & CSS  
 Doubleclick (DART)  
 iMovie  
 LyrisHQ  
 Mac OSX & Windows  
 Microsoft Office  
 Salesforce  
 Streamsend  
 WordPress  
 Yesmail

## CAREER HIGHLIGHTS

- Coordinated successful online marketing programs for a variety of advertisers on a network of websites
- Analysis of internet statistics helped to distinguish engaging site content and find trends in user activity
- Formulated strategies to deliver campaigns in full and with high performance metrics
- Established social media identities for a company with limited presence on Web 2.0 platforms

## WORK EXPERIENCE

### Scholastic Inc.

Associate Digital Advertising Manager, 8/2010—present

- Campaign management and client relations
- Banner ad operations and campaign optimization
- Digital RFP submissions
- Compile and analyze performance statistics (banner CTR, rich media interaction rate, e-mail open rate/CTR, etc.)
- Assist in the development of custom opportunities for advertisers (microsites, high impact ad units, sponsorships, etc.)
- Write copy for sales presentations and sell-sheets
- Manage all digital billing and determine current/forecasted revenue

### Information Security Media Group, Corp. (Princeton, NJ)

Marketing & Social Media Strategist, 7/2009—7/2010

- Campaign management and client relations
- E-mail distribution and subscriber segmentation
- CRM/CMS database maintenance
- Maintain up-to-date social media activity
- Record and analyze traffic/e-mail marketing metrics
- Contribute to the design and development of promotional materials

### Central Jersey Federal Credit Union (Woodbridge, NJ)

Financial Service Rep. & Marketing Assistant, 6/2006-7/2009

- Coordinated community information sessions on credit union membership
- Developed marketing collateral for monthly promotions
- Performed daily transactions: deposits, withdrawals, etc.
- Maintained and updated log books and spreadsheets

### New Jersey Nets Basketball (East Rutherford, NJ)

Events & Game Night Entertainment, 10/2007-4/2009

- Provided on-site assistance at home games and events
- Coordinated on-court contests and monitored giveaways
- Managed quarter-break and halftime presentations
- Aided MC with script execution
- Communicated with performers and camera operators

### Billboard Magazine (New York, NY)

Special Events Intern, 1/2008-5/2008

- Helped plan and market music industry conferences
- Speaker and sponsor correspondence
- Managed the distribution of promotional materials
- Maintained event websites on [Billboardevents.com](http://Billboardevents.com)