

Merging Entrepreneurial Approach with Marketing Expertise to Fuel Revenue Growth

Dynamic manager offering 10+ years of visionary organizational leadership. Establish new programs from startup to profitable success through out-of-the-box thinking, key relationship development, and team empowerment. Leverage critical skills in research and analysis, technology, and networking to achieve corporate objectives across diverse industries. Team-oriented leader with impeccable ethics and integrity.

Strategic Planning & Execution
Lead Generation
Revenue Optimization

Customer Relationship Management
Search Engine Optimization
Social Media/Online Reputation

Research/Due Diligence
Team Training & Development
Network Compliance

PROFESSIONAL EXPERIENCE

Program Manager, Affiliate Marketing | ADORAMA | New York, NY | 2009—2015

Initially recruited to assist Affiliate Marketing Director in increasing revenues from affiliate partners; gradually assumed operational leadership of 4 programs including Adorama, AdoramaPix, LiesurePro, and SunnySports.

- Tripled revenues from affiliate channels by optimizing current affiliates and actively recruiting new ones.
- Trained team of 6 employees, developing the best-educated team of affiliate marketing professionals in the industry (according to partners at Commission Junction).
- Generated significant revenue increase by cultivating relationships with key publishers/affiliates.
- Built wide network of active affiliates including blogs, forms, reviews, discount sites, and loyalty partners.
- Redesigned commission structure to achieve monthly savings of \$40-\$50K without impacting revenue.
- Attained \$100K in free placements through negotiations with affiliates.
- Collaborated with IT department to optimize site; reduced errors that were causing unjustified payouts.

Rakuten (formerly Buy.com) Marketplace Manager | ADORAMA | New York, NY | 2009—2012

Responsible for Data Integration compliance issues between our proprietary system and the marketplace platforms. Create marketing plans that best leverage our vast inventory and jump on as many deal opportunities as possible. Flowing with ever-changing Marketplace complexities and compliance issues..

- Buy.com Storefront, account maintenance and Reporting.
- Marketplace promotional email planning and scheduling.
- Customer Service issues such as listing errors

Independent Real Estate Professional | New York | 2002—2009

- Directed acquisition and due diligence of \$2M+ worth of real estate assets throughout upstate NY.
- Captured up to 50% ROI by redeveloping properties and strategically selling at a profit.

Research Investigator | WEINTRAUB & CO. | New York, NY | 2002—2004

Hired to conduct research on behalf of law firms and national and international companies. Provided litigation support, M&A due diligence, fraud investigation, background checks, and asset location services.

- Catalyzed the recovery of millions by conducting white collar financial and fraud investigations.
- Assisted attorneys in high profile cases including client management, trial preparation, document review and maintenance, correspondence drafting, and research/investigation to discredit witnesses.

COMMUNITY SERVICE

Founder & Director | FRIENDS R US | Brooklyn, NY | 2006—Present

Established organization that provides job placement services for at-risk young adults. Partnered with EPI Networking to match hundreds of candidates with available jobs.

TECHNOLOGY SKILLS

MS Office | Google Docs | WordPress | HTML | CSS | Trello | Asana | Smartsheet | Salesforce | Zoho

SEO, Keyword Research & Reporting: Google Analytics | Adwords

Affiliate Marketing Platforms & Networks: CJ | Impact Radius | MyAp | SkimLinks | VigLink

Queens, NY ▪ [Contact Me](#) ▪ [LinkedIn Profile](#)
