

JULES ABRAHAM



Marketing Director | (347) 287.5303 | julesabraham.com

Tech Fluency:

Adwords Certified through July, 2016
Analytics Certified through September, 2016

By Task:

Development: HTML, CSS, jQuery, PHP;
Design: Photoshop, InDesign, Dreamweaver, CC;
Management: Google Analytics, Search Console (Webmaster Tools), Omniture, Moz, SEOProfiler;

Marketing: Adwords, Google Display Network, Google Merchant Center (Shopping), DoubleClick DFP, xAd (mobile), AdReady, Marketo, MailChimp;

Social Media: Wordpress, Facebook, Twitter, LinkedIn, Youtube, Google+, Instagram;

Operations: Windows & Mac, Office w/ Excel VBA, Salesforce, Filemaker, SPSS, Volusion eComm;

SEO: On-page, CDN, server side, link building, social;

Education:

AAS Entrepreneurship, *City University of New York BMCC, with Honors* 2008

AAS Fashion Design, *State University of New York FIT, scholarship recipient* 2006

Non-Credit Programs: University of Pennsylvania, Wharton School: Young Entrepreneurs Affinity Program;
Pennsylvania Academy of the Arts: Oil Painting

Work History: (8) total yrs Marketing, (6) yrs SEM, (3) yrs SEO, (2) yrs Events, (1.5) yrs Ad Agency

Freelance Marketing Consultant

(Full-time 5-6 days)

For the past year, I have enjoyed great flexibility in the clients and projects I work with as a freelance marketing consultant. Clients have been recruited through my personal network and website.

Jules Abraham Marketing

September 2014-Present

Clients:

BUST Magazine (Publishing & Events)

(Full-Time 5 days)

Currently producing award-winning indie craft fairs known as the BUST Craftacular. Event production for this season includes a Maker Faire collaboration, and 2 shows in Boston and Brooklyn. My active strategies include email (design and list growth), targeted PPC on Facebook and Double Click DFP, content campaigns on Twitter and Instagram, on-page SEO and link building. I also coordinate sponsorship sales for the events.

Tech: HTML/CSS, MailChimp, DoubleClick DFP, Google Analytics, SEOProfiler, Adobe CC

Events & Promotions Manager

June 2015 – Present

Oxford Communications (Ad Agency)

(Part-Time 4 days)

Reason for leaving: Took an offer with BUST Magazine.

I rejoined my former ad agency to manage their Paid Search portfolio. This included 21 clients with a combined monthly media spend of \$80K which was expanded to \$92K during my contract. Paid Search management included building integrated SEM RFPs, attending pitches to recruit 6 new accounts, (including Fortune 500 Brother), implementation on Adwords/Microsoft platforms, optimizations, and monthly reporting decks. Most programs were lead focused, requiring delivery and monitoring of tracking and dynamic content code to web developers. Monthly management and reporting focused on performance of geo-targets, day-parts, bidding, extensions, quality scores, ad group relevancy and copy to minimize cost/converted-click and maximize lead volume.

Tech: HTML/Javascript, Adwords, Ad Center, Google Analytics, SEOProfiler, AHrefs

SEO/SEM Manager & New Business Development

October 2014-June 2015

Gym Store Inc. (eCommerce Retailer)

(Part-Time 2 days)

Currently developing a conversion-optimized, responsive website on the Volusion eComm system based on Bootstrap and jQuery. The new site is also optimized for page speed and bandwidth reduction through several tactics including the implementation of Amazon S3 and Cloudfront. I also have implemented an SEO strategy which included the restructuring of their database, on-page elements, and navigation.

Additionally, I have implemented a Google Merchant PPC program and automated email marketing system.

Tech: Volusion, HTML, CSS, Javascript, jQuery, Amazon S3/ Cloudfront, Google Merchant

Web Developer & SEO Specialist

September 2014-Present

Director of Marketing (Litigation Finance)
(Full-Time Salaried)

Case Funding Inc
January 2013 – July 2014

Reason for leaving: Company acquired, chose not to relocate.

Took charge of all print, digital, and interpersonal marketing for Attorney, Plaintiff and Medical Funding divisions to meet and surpass 2013 year-end goal of \$10 mil in loan originations by Q313 on a budget of \$250K annually. Instituted a '7 touch' marketing strategy that produced a 40% return borrower rate. The primary catalysts for results were the institution of rich media and paid search programs over the Adwords and Google Display networks, a comprehensive SEO strategy which I designed and oversaw implementation of by 3 contracted SEO Specialists, an email marketing program, the development of a second consumer focused website, and key sponsorships of targeted events such as the AAJ conference.

Tech: HTML, CSS, jQuery, PHP, Salesforce, Adwords and LinkedIn PPC, Wordpress, Vertical Response

Search Engine Marketing Manager (Ad Agency)
(Full-Time Salaried)

Oxford Communications
March. 2012 – Dec. 2012

Reason for leaving: Took recruitment offer at Case Funding Inc.

Directed SEO, SEM, and ORM programs as part of integrated marketing strategies developed in conjunction with Traditional, Social, PR and Creative departments for Fortune 500 clientele. As SEM manager, I managed 14 concurrent paid search accounts on the Adwords and Microsoft Ad Center platforms for a total monthly media spend of \$22K. As SEO/ORM manager, I frequently ran SEO audits for clients such as VOXX and NJM Insurance which lead to winning 12 ongoing SEO and reputation management programs that included on-page, technical, link building, social, and video SEO.

Tech: Adwords & GDN, AdMob, YouTube, Microsoft AdCenter, AdReady, xAd, SEOmoz, Raven Tools, Google Webmaster Tools, Google Analytics, Radian6

Marketing Associate (Healthcare IT)
(Full-Time Salaried)

Epocrates Inc.
September 2011 – March 2012

Reason for leaving: Company acquired, department closed.

Secured \$15M of marketing qualified revenue leading to acquisition of EHR department in 6 months. Used Salesforce to act upon marketing pipeline & SLAs, maintained c-level Scorecard, performed chi-square analysis of monthly behavioral studies in SPSS, and developed marketing strategy. Core marketing tactics included Adwords PPC, Marketo automation email marketing, native mobile ad development, and webinars.

Tech: Marketo, Apple Store Certification, Adwords, SPSS, Salesforce, Omniture, Jive Forum

Freelance Marketing Assistant (Publishing & Events) **BUST/T-Shirt/FEMSPEC/CandyRain Magazines**
(Hourly) February 2010 – September 2011

Reason for leaving: Took these projects on during maternity leave to have flexibility.

BUST Magazine: Online & editorial content writing, prop design, and event coordination.

T-Shirt Magazine: Online content writing on streetwear brands and trends.

FEMSPEC Journal: Wrote a grant needs assessment for women seeking tenure; granted for \$1M.

CandyRain Magazine: Website rebranding, editorial layout design, and event management.

Tech: HTML, CSS, PHP, Wordpress, Joomla, Facebook, Twitter

Data Analyst & Marketing Coordinator (NPO Fundraising)
(Full-Time Salaried)

DialogueDirect Inc.
July 2007 – February 2010

Reason for leaving: Took maternity leave and relocated.

Marketing Coordinator: Recaptured 2005 Sales rate (\$500K+ closed contracts/year) within 3 fiscal quarters through implementation of digital and traditional marketing tactics to recruit better quality employees. This included running of PPC ads on Adwords, content management on Facebook, an email marketing program, SMS marketing, partnerships with area universities such as Columbia and NYU, and street canvassing.

Data Analyst: Produced c-level performance score cards and conducted weekly payroll through ADP. I built and managed an employee performance database in Filemaker 10 Pro to facilitate reporting and payroll. I also lead a team of call center representatives for defaulted contract collections.

Tech: Adwords, Filemaker 10 Pro, Ultimus BPM, Microsoft Sharepoint, ADP, SMS Mobile Messaging, Facebook, Photoshop, Deamweaver