

SUMMARY

I am a highly-motivated, multilingual individual who is a quick learner. Supplemented university education with training in area of social media, Google Adwords, Analytics and marketing strategy has enabled me to start a small, successful company in 2006. Seeking a position in marketing that leverages my training and experience.

PROFESSIONAL EXPERIENCE

- Leechon Inc.,**
Account Executive April '06 – Present
Principal (My Business)
- Sought and developed marketing and film projects to serve clients
 - Maintained client accounts and relationships
 - Developed, executed and monitored 12 month long social media campaign that got my client to be the number one provider in its market
 - Monitored keywords and web analytics to meet marketing goals for clients
 - Brought exposure on online media reaching over half a million views in target market via keywords and social media tactics
 - Produced mini-documentary series in 18-days from start to finish
 - Produced 12 commercials that successfully aired on satellite TV
- Marketing Coach* April '08 – Present
(Training department of my business)
- Developed training presentations and trained members in, film making, social media marketing, strategy and branding
 - Successfully launched a completely automated employee training system

SOCIAL MEDIA ONLINE MARKETING EDUCATION

- Google Adwords and Analytics,** Montclair State University Jan '10 – Mar '10
- 2 week theory followed by 6 week live client service
 - Developed 3-week Google Adwords campaign, monitored via Google Analytics

- Social Media Marketing & Business Coaching,** StomperNet Jan '08 – Jul '08
- Developed skill of social media marketing and setting up campaigns for clients
 - 12-week workshop on social media marketing
 - Additional one-on-one weekly coaching on business development

SUPPLEMENTAL EDUCATION

- Life Coaching & Certification,** DiscoverU Mar '08 – Mar '09
- This training was the basis for starting my business
 - 100+ hrs of formal training plus one year of one-on-one coaching
 - Training in lead generation and client relationship management
- Employee Management,** Medina Group Aug '06 – Nov '06
- Learned to manage a team of people in a corporate setting
 - Trained by company CEO on employee motivation, management, conflict resolution, goal management, and goal getting

UNIVERSITY EDUCATION

Montclair State University, Montclair, NJ
Bachelor of Arts, Business Administration with a Concentration in Marketing

SHORT TERM & PART TIME EXPERIENCE

- 2020 Companies,** Paramus, NJ, *Sales*
- Door to door sales rep through out New Jersey coordinating Verizon FiOS sales
 - After couple months received the opportunity to manage my own sales team
- Medina Group,** Clifton, NJ, *Creative Director* (6 months)
- Coordinated production of commercials and DVDs for clients
 - Successfully trained a team of graphic artists to make ads for catalogs, magazines, newspapers and bus stops
- Signs 2000,** Clifton, NJ, *Graphic Designer*
- Developed designs for billboards and banners

COMMUNITY ACTIVITIES

- Youth Coordinator,** Teaneck, NJ Jan '05 – Dec '06
- Organized youth efforts in community service, events for the local community and weekly get-togethers
 - Coordinated efforts with other local organizations to put together soup kitchens, basketball tournaments, and outings
- Lead Web & Graphic Designer,** Jan '04 – May '05
Montclair State University, Muslim Students Association
- Team leader for development and online marketing of Muslim Students Association website
 - Responsible for all functions from design through deployment and maintenance