



skills

- Built marketing departments from the ground up
- Project managed the creation and revamp of 4 CRM databases (4 Salesforce, 1 Infusionsoft)
- Performed grassroots online, viral and offline media campaigns (i.e. blogs, SEO, e-marketing)
- Extensive knowledge in marketing, management, business analysis and public relations
- Created company policy manuals, style sheets and best practices guidelines
- Leverages technology to create a cohesive lead generation and tracking framework
- Expert graphic design knowledge and experience
- Working knowledge of HTML webpage design
- Cross-platform proficiency in applications such as: Salesforce CRM, Marketo, Eloqua, Google Analytics, AdWords, Infusionsoft, Adobe Illustrator, Photoshop, Pagemaker, InDesign and MS Office

experience

**Head of Marketing, Cavalier Associates, Jan 16 - Present.**

- Implemented life cycle marketing campaigns, leveraging marketing automation software including Eloqua & Salesforce CRM to drive inbound leads through lead nurturing, lead scoring & conversion.
- Analyzed and compiled metrics from multiple technologies to design and create cohesive and results-driven KPIs using Google Analytics, Salesforce, Eloqua and SenderScore.org
- Revamped the branding, content and design strategies of all print, web and email collateral
- Managed the marketing & editorial calendar, database, subscriptions, events and content library
- Planned and executed events such as webinars, meetings and trade shows
- Created new marketing collateral and trained the sales team on implementation

**VP of Business Development, The Law Office of Ben Mironer, Dec 13 - Dec 15.**

- Implemented all processes and technologies including Salesforce CRM, Google Analytics, etc
- Built entire marketing infrastructure including branding, position, collateral materials, social & website
- Day-to-day management of marketing, including SEO, SEM, lead gen, sales enablement and content

**Director of Marketing Technology, UBM Advanstar, Jun 14 - Dec 14.**

- Executed the marketing strategy using the marketing automation tool, Marketo and Salesforce CRM
- Provided technological solutions, models and roadmaps to optimize processes.
- Optimized lead generation, conversion, campaign programming, scoring, and analytics.
- Worked closely with the Salesforce team to ensure data architecture and hygiene measures are carried through to benefit the Marketo platform, with the objective of scaling it to other properties.
- Project-managed technologically-based initiatives including the Crowd Compass mobile app, Tint Social app, Map Your Show, Litmus, Email on Acid and other third-party software.

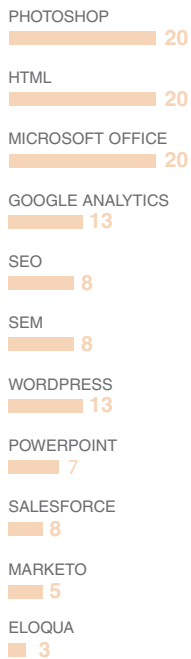
**Director of Marketing, Spotlight Ticket Management, May 11 - June 14.**

- Implemented metrics & automation systems (Marketo, Salesforce), best practices & channel strategy
- Generated all inbound leads from SEM, SEO and other web-related collateral
- Revamped website and all collateral materials
- Designed and created digital assets (whitepapers, case studies, email marketing campaigns, etc.)
- Created new lead and sales channel enablement processes, alerts and KPIs
- Managed the marketing channel that primarily deals with the NBA, NFL, NHL and MLB

**Director of Marketing, The Kavinoky Law Firm, July 09 - May 11.**

- Responsible for driving all leads and clients to the firm
- Integral in updating all systems to better cultivate growth and profitability
- Managed SEM, SEO, email and direct mail marketing programs
- Facilitated new product development, including CRM, new media and social networking
- Project-managed technology protocols to streamline workflow

YEARS OF PROFICIENCY



A born leader, Ben's passionate and charismatic style has always propelled him in leadership positions. His focus on efficiency and proven marketing techniques has garnered renown and success in every position he has held, as well as the ability to vest himself in the vision of the company.

**Director of Marketing, Legal Brand Marketing, September 08 - July 09.**

- Revamped the company systems, procedures, websites, branding, strategy and products
- Spearheaded and created all SEO, Pay-per-call and Pay-per-click strategies
- Launched the social networking campaign
- Managed over 400 websites and directories
- Optimized lead generation campaigns for numerous sites and clients
- Project-managed offshore systems, call center and web development team
- Solidified the company into a self-sufficient business with a 10% increase of revenue per quarter
- Planned and coordinated company seminars

**Director of Marketing, Ewing & Associates Sotheby's Realty, March 05 - June 08.**

- Built the entire marketing department from company inception
- Conceived and implemented the international brand
- Created the www.EwingSir.com website, intranet system and job tracking system
- Managed the day-to-day operations of the marketing department with a staff of 7
- Designed and art directed all print, web and e-mail marketing materials
- Helped grow the company from one branch to three branches in one year
- Hired, trained and managed all marketing staff, including designers and coordinators
- Initiated new products and incentive programs to incite effective use of materials
- Presented to brokers nationwide on how to effectively localize their brand

**Creative Director, Prudential California Realty Calabasas, June 03 - March 05.**

- Built all aspects of the marketing program, including designs, job descriptions and policy
- Managed day-to-day operations of the marketing department
- Advised agents of effective strategies to maximize marketing budget
- Designed all print and web advertising and collateral branding materials

**Marketing Manager, Prudential California Realty John Aaroe, October 99 - June 03.**

- Ensured that all collateral materials were consistent with the brand
- Restructured the department which increased efficiency by 50%
- Managed operations of the department with a staff of 17 under Director of Marketing
- Trained all new marketing employees in all roles in the Marketing Department
- Served as the liaison to all newsprint and post-production associates
- Designed collateral materials from brochures, signage, newsprint and magazine advertising

**Advertising Coordinator, Coldwell Banker, September 97 - October 99.**

- Generated and edited copy for newspaper advertisements and public relations
- Participated in every aspect of print advertising from concept, copy writing, to layout design
- Designed and implemented methods to achieve greater efficiency in all aspects of marketing
- Proposed & implemented more cost-effective and efficient methods of production
- Designed and laid out 23 weekly newsprint ads

education 

**Cum Laude**

Woodbury University, Bachelor's of Science, Marketing, 1997

Received the *Marketing Department Honors* for graduating at the top of the class

Minor in Psychology

references

References available upon request