

YELENA LOWENFELD

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DIGITAL MARKETING CONSULTANT

Seasoned digital marketing consultant, project manager and team lead with a positive track record of successful developing brand awareness, creating and implementing digital marketing and content strategies, and recognizing new outreach opportunities. Successfully led in-house and remote teams through complex projects.

KEY SKILLS ASSESSMENT

Consults businesses and non-profit organizations in effective online marketing strategies including branding, website design, SEO, and Social Media outreach. Participates in International and local Technology and Marketing conferences and events. Manages digital projects from start to finish. Performs in-depth analysis of GoogleAnalytics data and Social Media outreach.

Three years after moving to the US from abroad, built a six-person full-service consulting agency, specializing in creating online marketing strategies, branding, website development, and follow up support for clients. Garnered several awards for website design and local marketing success. Established relationships with remote freelance developers and teams in New York, Hawaii, Russia, and Ukraine.

Amicably negotiated consulting contracts for various projects, to include: a marketing and re-branding campaign to drive revenue via online media at the Kupferberg Center for the Arts at Queens College, a New York Black History Month campaign, a re-branding contract for the Auxiliary to Bellevue Hospital Center, and participated in branding and marketing for the *Aspire* capital campaign for Princeton University.

AREAS OF EXPERTISE

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|------------------------------|------------------------|-------------------------------|
| ▪ Team Leadership | ▪ Strategic Planning | ▪ Brand Development |
| ▪ Project Management | ▪ Business Analysis | ▪ UI/UX Design |
| ▪ Digital Marketing Strategy | ▪ RFP/Proposal Writing | ▪ Usability and Accessibility |
| ▪ Digital Content Management | ▪ Contract Negotiation | Best Practices & Techniques |
| ▪ Analytics & Reporting | ▪ Industry Networking | ▪ Web Development |
| ▪ Digital Asset Management | ▪ Work Collaboration | ▪ API Integration |
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PROFESSIONAL EXPERIENCE

LIMIT8, LLC, NEW YORK, NY (www.limit8design.com)

2006 – Present

FOUNDER, DIRECTOR OF MARKETING

- Manages a full-service consulting agency, specializing in creating online marketing.
- Established policies that enabled better lead-generation and prospect screening.
- Led teams of in-house and remote professionals in a wide range of projects involving complex application architecture, API-integration, development, interface implementation, and internet marketing and content strategies.
- Successfully managed digital marketing campaigns and digital media project for national and global clients from diverse industries, such as real estate, law, health, education, retail, the arts, personal services, international affairs, and non-profits.

THE GRACE CHILDREN'S FOUNDATION, NEW YORK, NY (gracechildren.org) April 2018–December 2018

DIRECTOR OF MARKETING

- Led rebranding efforts and overhaul of the organization's website and other digital and marketing collateral.
- Managed digital assets across multiple digital channels.
- Provided leadership, management and recruitment of consultants and volunteers.
- Assigned key roles and responsibilities and provided oversight of the Social Media team.
- Established content management/distribution and social media conduct policies.

PROJECT MANAGEMENT INSTITUTE NYC Chapter (www.pminyc.org) December 2015–September 2016

PROGRAM MANAGER OF SOCIAL MEDIA, COMMUNICATIONS DEPARTMENT

- Managed digital assets and content creation and distribution across multiple digital channels.
- Established content intake procedures and served as a contact person for new content requests coming from various departments such as Marketing, Communications, Public Relations, and etc.
- Provided leadership, management and recruitment of consultants and volunteers.
- Assigned key roles and responsibilities for the Social Media team.
- Provided initial and ongoing resources and costs estimates for the PMI NYC’s social media campaigns.
- Defined targets, results and success measurement criteria and procedures; provided analytics reports.
- Proposed a formal PMI NYC policy covering social media conduct.

MAJESTIC INC., NEW YORK, NY

2005 – 2006

WEB PROJECT MANAGER

- Participated in scoping and proposal writing for various web projects including design and development of websites, micro-sites, and online advertising campaigns.
- Established project goals, deliverables, tasks, costs, and deadlines by identifying strategic business drivers, discovering business and technical requirements, and creating project specifications.
- Managed in-house and remote teams of designers and developers; served as a contact-person for stakeholders’ requests and provided project reporting.
- Monitored project progress throughout development, testing, and deployment, ensuring work was performed within required timeframes and budget parameters.

COMPUTER CONTROL CORPORATION, BUTLER, NJ

2004 – 2005

DATABASE APPLICATION DEVELOPER, ANALYST

- Developed client-server database application following prescribed methodology.
- Performed data analysis, system design, and developed the database application for storing and processing of calibration data of gas flow measuring devices used in industrial hygiene and other environmental applications. The precise application required +/- 1% volumetric accuracy.

SOFTWARE, PROJECT MANAGEMENT TOOLS, & PLATFORMS

Project Management and Collaboration Software: JIRA, BaseCamp, Highrise, ActiveCollabs, Trello

Client Relations Software: SalesForce, Blackbaud’s Convio/Luminate, Raiser’s Edge, CiviCRM, SugarCRM

E-mail Marketing Software: ExactTarget, Silverpop, MailChimp, ConstantContact, iContact, CampaignMonitor

Content Management: WordPress, Drupal, Joomla, ExpressionEngine

Digital analytics: Google Analytics

Relational Database Management Design (RDMS), GUI Interface, Graphic and Web Design Tools: PhotoShop, Illustrator

EDUCATION & TRAINING

Fundraising Certificate Program, New York University, School of Professional Studies

Master of Science, Physics and Mathematics, St. Petersburg State University, St Petersburg, Russia

Microsoft Certification, Program Developer in MS Visual C++, Microsoft Technical Education Center at Bauman Technical University, Moscow, Russia

AFFILIATIONS & LANGUAGES

Project Management Institute (PMI), PMI NYC Chapter

eMarketing Association, Online Marketing Network

American Institute of Graphic Arts (AIGA), Professional Association for Designers of New York

National CEO Network

Fluent in Russian and English