

Aaron Kupferberg

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Digital Marketing | Communications Director

Successful Digital Marketing Communications Leader with extensive experience creating marketing programs and campaigns for Fortune 500 companies including Financial, Legal, Healthcare, Military and Government. Demonstrated skills in print, digital, web, interactive and social media marketing solutions that drive metrics and revenue generation. Collaborate with cross-functional teams to ensure seamless delivery.

Areas of Expertise

- Project Management
- Content Development
- Infographics
- Public Relations
- UX Design
- E-Mail Marketing

Core Technical Competencies

- | | | | |
|-------------|---------------|-------------|--------------------|
| ▪ WordPress | ▪ MS Office | ▪ SEO/SEM | ▪ Hubspot |
| ▪ HTML/CSS | ▪ Keynote | ▪ MailChimp | ▪ Constant Contact |
| ▪ Canva | ▪ Cision | ▪ Teamwork | ▪ ProofHQ |
| ▪ InDesign | ▪ Illustrator | ▪ Photoshop | ▪ Premiere |

Familiar with: TradeDesk, Google Adwords, Google Analytics

Experience

Independent Consultant **Marketing Content Manager**, LDI Color Toolbox **4/2018 - 8/2018**
New York, NY

- Developed company content and marketing to optimize social media strategy and increase social engagement by 150%
- Executed creative e-mail marketing campaigns to drive MQLs to sales
- Partnered closely with sales teams to integrate content across business channels
- Managed external partnerships with various manufacturers marketing departments
- Reported on campaign performance to inform LDI content strategy

Marketing Communications Specialist, Wolters Kluwer Legal & Regulatory 3/2017 - 3/2018
New York, NY (department eliminated)

- Managed external PR agency relationship with Director of Marketing Communications and increased PR development by 250%
- Created procedural process maps and workflows for all marketing channels increasing marketing efficiency by 25%
- Designed and produced print brochures, videos and infographics for external and internal communications
- Analyzed performance metrics to report on the effectiveness of PR communications and social media content to drive marketing strategies
- Act as PR liaison for 38 different authors and analysts within the company
- Presented White papers and product demos to targeted media outlets

Senior Art Director and Content Producer, Didit, Mineola, NY 2007 – 2017
Oversaw the creative content for client and designed print, interactive and e-mail campaigns

- Increased the level of interactive communications and awareness of the Didit brand across all business channels (SEO, SEM, Print, Interactive, Social Media)
- Created infographics and presentations and wrote articles as a part of Social Media outreach
- Presented clients with UX audits and made recommendations to improve conversion rates, resulting in increases of over 15% for clients
- Developed websites, banner ads and landing pages

Art Director, Crown Advertising Agency, Plainview, NY 2002 – 2007
Directed design and production of company and client websites

- Designed and produced print, TV advertising and collateral for all clients
- Organized multiple projects under tight deadlines receiving 100% client satisfaction ratings.

Independent Consultant, J. Walter Thompson INSIDE 2001 - 2002
New York, NY

Education

Bachelor of Fine Arts, Syracuse University
Syracuse, NY

Additional Information

Certifications

- **Content Marketing, Hubspot, 2018**
- **Inbound Marketing, Hubspot, 2014**

Awards

- **Excellence in Communications Award, Long island Business News, 2016**