

# Remy Rosenbaum

remy.rosenbaum@gmail.com +1-917-624-9911

 /remyrosenbaum

remyrosenbaum.com

## PROFESSIONAL EXPERIENCE

### 08/15 - Present **Jethro**, Head of Marketing

*Jethro is a tech start up in the database ecosystem (Hadoop) that enables interactive BI experiences on BI dashboards like Tableau and Qlik while directly connected to big data sources like Hadoop and Amazon S3.*

#### *Milestones*

- Relaunched website as CMS-based HubSpot-integrated marketing vehicle complete with effective content SEO. Achieved and continue to achieve relevant first page results on many terms. Significantly increased the volume of the marketing funnel resulting in a greater number of MQLs and a subsequent ~500% increase in POCs and clients.

#### *Responsibilities*

- Conceive, craft, execute and manage inbound marketing activities such as relevant content and nurture inbound leads via drip marketing campaigns and other marketing tactics.
- Manage, analyze and optimize all digital campaigns, banners and landing pages.
- Updated visual identity including logo, look and feel and other visual branding.
- Project manage and produce trade show exhibition including logistics, collateral, design and partnerships.

### 10/14 - 08/15 **Urble**, Founder

*Urble.com is a start up for finding like-minded roommates and searching apartments.*

- Conceptualized, planned, wire-framed, and designed entire platform.
- Specified and wrote user stories for all functionality.
- Sourced and interfaced with a developer to build the product, which was completed under budget and on time.
- Conceive of, compose and create creative marketing for the Urble blog: [urble.com/roommate-blog/](http://urble.com/roommate-blog/)
- Leveraged social media to bring in new users.

### 05/14 - 02/15 **GetStox.com**, VP Product & Marketing

*GetStox.com is a well funded start up that deals with social-metric influenced financial trading.*

- Specified all user-facing aspects of the product and worked closely with designers and programmers to bring the product to fruition and answer to all marketing and product needs.
- Forged marketing and product strategy roadmap from inception to launch including measurable metrics.
- Performed constant market research to gain a deep understanding of customer behavior and how to better serve and target the customer. This includes orchestration and implementation of Beta testing phases.
- Created and presented presentations for potential investors. Implemented all necessary marketing software tracking needs from affiliate tracking software and Google Analytics to Sales Force.
- Developed the CVP and all marketing messages for the brand.

### 2012 - 2014 **Leverate**, Head of Marketing

*A leading B2B developer and provider of full-package SaaS financial technology solutions.*

- Founded and headed the marketing department and team of marketing associates.
- Rebranded the entire arsenal of Leverate's product line leading to increased brand awareness and brand equity. Elevated Leverate from a lesser-known tech provider to a well known and trusted industry brand.
- Gathered data, performed market analytics, took action based on measurable data.

- Increased lead generation by 20% in 2012 and by 150% in 2013 leading to increases in sales.
- Developed marketing campaigns and launched all flagship products.
- Conceptualized, strategized and analyzed all online (PPC, banners, SEO, remarketing etc. ) and offline marketing and advertising campaigns, directed and attended B2B conferences and expos.
- Liaised with the media and provide public relations support.
- Edited, proofed and approved all copy and corporate communications.

2010 – 2012

[William Hill Online](#), Optimization Marketing Manager

*A leading UK bookmaker that provides multi-brand online gaming and betting services.*

- Managed the conversion and content of branded web portals and core team of three associates.
- Devised A/B and multivariate tests, collected data, generated and analyzed reports in order to devise tests to increase various conversion goals for both acquisition and retention resulting in steady increases.
- Project managed designers, programmers and developers on optimization projects.

2009 – 2010

Freelance Advertising/Marketing Services

Provided marketing strategy and creative advertising support for interactive campaigns, minisites, print and outdoor for private clientele and larger ad agencies.

2007 – 2009

Grey Worldwide Tel Aviv (Adler Chomsky Youth Division), Art Director

- Conceptualized, designed and carried out advertising campaigns.
- Managed in-house art department of six designers and ad hoc freelancers.
- Interfaced with copywriters, oversaw and managed studio design team and freelancers.
- Project managed external web programmers and developers to implement online campaigns.
- Directed photoshoots and collaborated with photographers to ensure campaign realization.

2004 – 2007

[Scoop NYC](#), Associate Creative Director *and then* e-Commerce Director

- Directed and managed entire e-commerce department of 10 associates
- Drove online promotions, merchandising and all online sales endeavors.
- Developed creative side of scoophnyc.com: Produced and directed all e-commerce photoshoots including styling wardrobing, scouting and model casting. Directed and team-managed in-house and on-location photographers, graphic designers, copywriters and image retouchers
- Provided creative support and acted as art department for all brick-and-mortar stores

## SKILLS & HISTORY

Education: Rutgers College - BA in Journalism and Communication  
Major GPA: 3.9, graduated with honors

Skills:

- Professional experience with Photoshop, InDesign, Illustrator
- Working knowledge of Flash, HTML and CSS
- Giving talks in front of a crowd of people

Languages:

- Native proficiency of English and Hebrew at an Academic level
- Intermediate level of proficiency in French and Spanish