

# Remy Rosenbaum

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Remy Rosenbaum is a strategic performance-focused marketing professional with exceptional technical acumen. An expert in traditional marketing including branding and positioning, digital marketing, social media marketing, and event marketing, Remy has built successful marketing strategies from the ground up in multiple companies. During his more than 15 years of experience, he has lead the marketing for both B2B and B2C firms in diverse verticals including data and analytics consulting, SaaS companies, technology startups, publishing, and luxury e-commerce. Remy excels in driving digital transformation and implementing systems, processes, and procedures that improve productivity, profitability, and customer experience.

## 12/17 - Present [Caserta](#), VP Marketing & Analytics

*Caserta is a strategic consulting and implementation firm focused on data and analytics.*

- Craft and execute marketing strategies that have so far resulted in 320% increase in MQLs and new clients. Expanded market into Canada with million-dollar client engagement.
- Lead, foster and grow marketing team.
- Write and fine-tune all messaging and positioning.
- Produce original content both for website and thought leadership (examples on <https://remyrosenbaum.com>)
- Devise and produce sales-driven events including C-Suite panel dinners and industry meet-ups
- Work closely with partners to maximize channels. Became a Google Premier partner.
- Manage all PR and editorial placements.
- Relaunched website as marketing vehicle complete with effective SEO content. Achieved and continue to achieve relevant first page results on many key terms.

## 08/15 - 12/17 [Jethro](#), Head of Marketing

*Jethro is a B2B tech start up in the Business Intelligence (BI) on Big Data space.*

- Established all marketing and advertising strategies including content marketing, SEM, email, social media
- Significantly increased marketing funnel volume resulting in a greater number of MQLs and a subsequent ~500% increase in POCs and clients.
- Relaunched website as CMS-based HubSpot-integrated marketing vehicle complete with effective SEO content. Achieved and continue to achieve relevant first page results on many key terms.
- Created all visual identity including logo, look and feel, colors and branding.
- Conceive, craft, execute and manage inbound marketing activities such as webinars, white papers, blog posts, case studies, use cases, PR and relevant content.
- Project manage and produce trade show exhibition including logistics, collateral, design and partnerships.

## 10/14 - 08/15 [Urble](#), Founder

*Urble.com (shuttered) was a start up for finding like-minded roommates and searching apartments.*

- Conceptualized, planned, wire-framed, and designed entire platform.
- Sourced and interfaced with a developer to build the product, which was completed under budget and on time.
- Conceived, composed and created creative marketing for the Urble blog: [urble.com/roommate-blog/](http://urble.com/roommate-blog/)

## 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.
- Created and presented presentations for potential investors. Implemented all necessary marketing software tracking needs from affiliate tracking software and Google Analytics to Salesforce.
- 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 lead conversion, 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.
- Interfaced with copywriters, managed studio design team and freelancers, and third-party developers.
- 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 scoopnyc.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

## SKILLS & HISTORY

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

Skills:

- Professional experience with Photoshop, InDesign, Illustrator, Word Press, HTML, CSS
- Working knowledge of Premier (video editing)

Languages:

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