

Drew Davidoff

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EDUCATION

James Madison University, Harrisonburg, VA
Major: Marketing, Focus: Digital Marketing

Anticipated: May 2019

SKILLS & OBJECTIVE

- **Objective:** Obtain a position in the digital marketing field of which is at an entry level or higher and has a data driven focus.
- **Skills:** Microsoft Office Suite, Interpersonal Skills, Social Media, Organization/Planning Skills, Leadership Skills, Marketing Skills, Pay-Per Click, Search Engine Optimization/Search Engine Management, Agency Experience, Marketing Analytics, Hubspot Platform Certified, Hootsuite Platform Certified, Hubspot Email Marketing Certified

WORK EXPERIENCE

Imagine Business Development June 2014 - Present

Part Time, Digital Marketing Intern/Demand Generation Analyst

- Implemented digital marketing tactics to increase online interactions from multiple clients' addressable markets.
- Used business analytics to observe and determine the success of digital marketing campaigns.

BEA Enterprises June 2012 - August 2013

Part Time, Web Designer/Developer

- Ensured creation, production, and management of different websites were in line with design standards
- Completed projects in accordance with strict constraints in specific time periods.

CAREER RELATED EXPERIENCE

Chief Operations Officer/Chief Marketing Officer (Volunteer), The Quidditch Post March 2017-September 2017

- Developed a long-term strategic plan for an international news organization
- Oversaw operations, ensuring alignment between journalistic and business facing visions
- Developed a comprehensive marketing and monetization plan

LEADERSHIP ACTIVITIES

Lieutenant Master, Alpha Epsilon Pi January 2016 – June 2018

- Responsible for the planning and implementation of all events, in addition to overseeing normal day-to-day functions
- Ensure fraternity operations follow bylaws and legal risk-management procedures.
- Served as voting member of the Executive Board, making high-level decisions for the fraternity.

Head Coach/Captain, JMU Club Quidditch January 2016 - Present

- Developed general strategies for player recruitment and on-field performance.
- Oversaw talent development and evaluation in addition to monitoring and guiding player improvement and recruitment.

VOLUNTEER WORK

Philanthropy- Alpha Epsilon Pi Fall 2016 - Present

- Participated in a 24-hour food sales marathon to benefit the Heroes to Heroes Foundation.
- Participated in a 12-hour movie marathon to benefit the Israeli Children's Cancer Foundation.
- Participated in a fall-themed festival to benefit the Gift of Life foundation.