



KEVIN KAMINSKI, MBA

DIGITAL MARKETING PROFESSIONAL

CONTACT

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LINKEDIN @ KEVIN KAMINSKI
Interested in remote opportunities

CERTIFICATIONS & ASSOCIATIONS

Google Analytics Certification
HubSpot Inbound Certification
HubSpot Email Marketing Certification
Dean's List Excellence Certification
American Marketing Association
Society of Advanced Management
Sigma Delta Alpha Honor Society

EDUCATION

Master of Business Administration (MBA)
Concentration: Marketing
Long Island University | Brooklyn, NY | 2017

Bachelor of Arts, Political Science
Dean's List
Stony Brook University | Stony Brook, NY | 2012

KEY COMPETENCIES

Branding and Trending
Business Acumen & Budgets
Content Management System
Data Analysis & Science
Google Analytics
Marketing Campaigns
Qualitative & Quantitative Analysis
Social Media Marketing
Strategic Planning

TECHNICAL AREAS

Microsoft Office Suite | 365
Google Suite
Marketing Automation | Pardot
CRM Programs | HubSpot & Salesforce
CSS Programs | Bloomberg Terminal
Social Media Platforms
>> Facebook / Instagram / Twitter
>> Pinterest / YouTube / LinkedIn

ABOUT KEVIN

I am a strategic MBA graduate with 2+ years of digital marketing experience. I have extensive understanding about email, digital, and direct marketing. I'm passionate about developing, analyzing and tracking digital marketing campaigns in driving quality traffic to company websites and helping to expand all marketing efforts. In my next opportunity, I am interested in utilizing my experience and education to help a company convert prospective clients by tracking analytics through the sales funnels.

EXPERIENCE

FINCONS US, INC | NEW YORK, NY
Marketing Administrator

2018 - OCT 2019

- Managed and supported Fincons US marketing to meet business objectives.
- Directed promotional campaigns through traditional & digital marketing strategies
- Analyzed and reported campaign performance to key stakeholders.
- Created, posted, and tested online content on the company's website daily and helped to build brand awareness via social media platforms.
- Increased customer outreach by 30% over a 3-month period by optimizing social media and email.
- Provided campaign reports for leadership to ensure all objectives were met.
- Worked cross-functionally with marketing & sales to create / optimize campaigns.
- Organized and attended domestic and international events / conferences.
- Built and maintained an email subscription list then developed content for a monthly newsletter.
- Collaborated with marketing to develop the audience for cross-channel campaigns.
- Worked with the marketing team to build social media content & paid ads.
- Tracked digital & email marketing campaigns and prepared weekly reports for the marketing team and monthly analytic (KPI) reports for senior leadership.
- Tracked marketing activities using Salesforce.com (CRM) by optimizing dashboards and reports.
- Utilized Einstein Analytics to provide insights, further develop campaigns and run reports.

HEALTHINATION | NEW YORK, NY

2017 - 2018

Business Development & Marketing Communications Intern

- Provided weekly qualitative and quantitative insight / analysis on salesforce pipeline of up to 350+ clients.
- Developed and monitored strategic marketing plan.
- Increased ad conversion by 15% through innovative email and social media campaigns.
- Analyzed competitors and created a SWOT analysis through data science.
- Coordinated with external partners for marketing collateral creation.
- Directed content management systems: writing marketing articles and messages for online/offline campaigns.
 - The International Davey Awards: <https://globenewswire.com/news-release/2017/12/13/1261316/0/en/HealthiNation-Wins-Gold-at-2017-International-Davey-Awards.html>
- Conducted high-volume marketing research and presented health products & concepts with specific competitive data on brand advertising, drug utilization, and pharma-industry trends.
- Helped to develop content and digital ads to analyze and track the target audience ad conversions based on click thru rates, article posts & video views.

GLOBAL FACILITY MGMT, INC | MELVILLE, NY

2014 - 2015

Client Service Representative

- Implemented data tools and gathered metrics to help increase client flow.
- Helped to enhance the departments client's operation activities by 30%.
- Established efficient channels of communication and negotiated with large clients / suppliers.
- Attained Department of the Month Award citing "Work Excellence" for streamlining processes, enhancing customer service, and ensuring highly efficient support to management.
- Provided training and improvement support for the customer service group and contributed to the increase in sales by 15% + for the company.
- Assisted in the development of innovative analytics and a strategic road map to support the desired customer experience and business objectives.
- Worked cross-functionally with other departments to solve business problems and identify trends / opportunities.