
Robert M. Furst

Lauderhill, Florida

(561) 866-9428

<https://www.linkedin.com/in/robertfurst/>
robertmarkfurst@gmail.com

Dear Reviewer,

Thank you in advance for taking the time to review my resume.

I have over 15-years of experience in management in the marketing, graphics, and printing industry, including projects associated with e-commerce, the Internet, and print media marketing. Over the years, I have added to my skill set by learning on the job as well as being certified in Cyber Intelligence, Project Management, Google, Adobe, and Microsoft software as well courses and experience in management, marketing, and graphics.

I believe that my diverse experience and dedication to excellence will be beneficial to your organization. I look forward to learning and acquiring additional skills that will make me an even more valued employee.

Should you have any questions, please do not hesitate to call me. I am currently living in Lauderhill. However, I am open to relocating to another metropolitan area in the continental U.S.A.

-Robert M. Furst

Robert M. Furst

Lauderhill, Florida

(561) 866-9428

<https://www.linkedin.com/in/robertfurst/>
robertmarkfurst@gmail.com

Work Experience

Independent Contractor

2018-current

Marketing & Online Management Consulting

- Redesign websites for best results including speeding up page load time, correcting broken and bad links, removing outdated software and junk “filler pages that affect **ranking, performance, and user experience.**”
- Developed content strategy aligned with short-term and long-term digital marketing objectives for B2B and B2C Ecommerce brands.
- Utilize analytics to provide data and present reports that assess progress toward digital marketing goals focusing on improving SEO and addressing our stakeholders’ needs.
- Support digital marketing to target audience to raise awareness and conversions.
- Collected and reported data via Google Analytics, to inform website UX and SEO improvements.
- Design, purchase, and monitor advertising on Instagram/Facebook, Google Ads, YouTube, Bing Ads, Twitter Ads, Waze, Reddit, and other Online and media advertising outlets (included banner ads, PPC/Pay Per Click, postcard mailings, and newspaper and magazines).
- Monitor customers Online reputation on Google, Yelp, industry related websites as well as social monitoring and responding to contact via social, messenger, email, and more.
- Design mailings and print media, indoor and outdoor signage.

Recent Success Stories:

Great Boca Smiles, dentist in Boca Raton, saw an increase in new clients by a ratio of 4:1, even with the pandemic, within 12 months. Campaign included Google & Bing PPC, social posting, and magazine and postcard advertising.

Knowbility, an organization specializing in Accessibility, saw a fifty percent increase in ticket sales, year over year, after bringing me on to help the Director of Marketing and their staff, following the resignation of the previous director two months before their largest annual event. Responsibilities included working with Social Media (Facebook/LinkedIn/Instagram/Twitter) posting and responses, daily tracking of all analytics, SEO, Google ads, as well as ads on Facebook, Instagram, and LinkedIn. Event sales increased by 50% year over year,

Improved client position online and in store traffic, with improvements to customer service and business customer communications.

Plaza Auto Leasing

2016-2018

Director of Marketing & Online Sales

- Create digital marketing strategies for optimal branding, campaign, communication, sales, lead generation, CRM, and market penetration programs aligned with industry, corporate, client, and resource requirements.
 - Prepare and design all weekly advertising for print, social posts, email blasts, and Internet advertising.
 - Used programs like Google Analytics to collect data that informed and benefited social strategy.
 - Consultative global digital marketing leader responsible for managing B2C and B2B web development projects for Plaza Auto Leasing.
 - Purchase & monitor advertising on Instagram/Facebook, Google Ads (formerly Google Adwords), Bing Ads, Twitter Ads, and other Online media advertising outlets.
 - Protecting the company brand and Online Reputation.
 - Negotiating with vendors on pricing, approving invoices, maintaining a semi-annual budget.
 - Integrated website with the company’s mainframe and call system pushing as well as all items related to the Internet.
-

Robert M. Furst

Lauderhill, Florida

(561) 866-9428

<https://www.linkedin.com/in/robertfurst/>

robertmarkfurst@gmail.com

- Design, and create all printing & mailing campaigns.

Eliminated 15% of the marketing budget in wasted advertising, renegotiated and redesigned ads adding \$100,000 in cost-cutting, at the same time increasing traffic and Online sales. This account later became a client.

ASI For You, Inc. (Printing & Promotional Items)

2000-2015

Director of Operations

- Led digital marketing initiatives, including Bing Ads, Google AdWords, Google Analytics Insights and custom reports, LinkedIn Ads, Display Ads, and SEO
- Enabled and Implemented- tracking and KPI's using Google analytics.
- Prioritized and drove A/B Testing initiatives across B2C, B2B, and Enterprise business.
- Expertise in Organic Search Optimization (SEO) and SEM paid-ad network implementation such as AdWords Campaign Management, BING Ads / Yahoo! marketing Campaigns and Google Places optimization.
- Designed Digital On Demand Facility, trained on all equipment and front/back-end systems
- Daily management of sales, print facility, production & design, accounting, and shipping.
- Project management, vendor relations & contracts, management of staff and production.
- Worked with clients in production, design and preparation.
- Designed & managed print facility for production and shipping, merging on-demand manufacturing with inventory cutting costs and delivery turnarounds.
- Personal clients: The Home Depot At Home Services, Lion Brand Yarn, Allstate Insurance, Blue Cross.

Guided large clients with multiple store opening and product roll-outs, managing production and distribution and coordinated delivery schedules. I designed the ordering system to take advantage of UPS/Fedex/Freight, adding printing on demand based on shipping location, using delivery schedules to cut out nearly all overnight services. One client audit revealed savings on shipping covered nearly \$600K in annual shipping costs by taking advantage distribution systems.

SFI Corp. (Standard Forms)

1990-2000

Head of design and graphics. Created South Florida sales office.

- Top-10 commercial printing company in the USA.
- As head of graphics, I worked with representatives and their clients, ie, Saks Fifth Avenue - Fifth Avenue Club, Barney's New York, Citibank, Time-Warner/Showtime.
- Directed graphics departments in both New York and other print facilities.
- Designed the company's first web site.
- Designed an Online ordering system that allowed customers to preview and order stationery Online.
- Personal clients: Florida Power & Light (contract), Laird Plastics, CompScript, FMS Bonds, US Remodelers, Inc., Blue Cross/Blue Shield.

Transitioned to sales, number one salesperson in Florida, top 10% sales nationally.

Robert M. Furst

Lauderhill, Florida

(561) 866-9428

<https://www.linkedin.com/in/robertfurst/>

robertmarkfurst@gmail.com

College Education

Bachelor of Science in Finance & Computer Science

City University of New York, Touro College, New York, NY

Graduated.

Additional Studies, Skills & Training

DESIGN & OFFICE SOFTWARE

- AccountEdge (Accounting, Finance)
- Microsoft Office (Word, Excel, Mail, Powerpoint)
- Adobe (Photoshop, Illustrator, InDesign, Acrobat, After Effects, Audition, etc.)
- Quark Express
- Creo & Scitex Graphic Pre-Press Workstations

SECURITY & RISK MGMT. CERT.

- Risk Management
- Project Management
- Certified Cyber Intelligence (CCIP)
- Qualified Workplace Violence (Q|WVTS)

INTERNET TECHNOLOGIES

- CMS (Wordpress, Shopify, Squarespace, & Wix)
- Email Management (Constant Contact, Mailchimp, etc.)
- Database Fundamentals, Excel, and MySQL

INTERNET ADS & MANAGEMENT

- Bing Ads, Google Ads, Twitter, YouTube, Reddit, Waze
- Google Analytics, AWS Alexa, SEO
- Bing Places for Business
- Bing Webmaster Tools
- Google MyBusiness Management
- Google Webmaster

PRINTING & FINISHING EQUIPMENT

- Xerox Nuvera Digital Press 120 with finishing
- Xerox 800 w/Creo RIP
- Kodak 5 Color NexPress with finishing
- HP-Scitex Wide Format UV Printer, and RIP
- Finishing systems (cutters, booklet makers, bindery, CNC and Router, laser engraver/cutter).

References:

Alan Markowitz	Owner, Great Boca Smiles	greatbocasmls@gmail.com
Steven Gross	Former Director, Home Depot Installed Services	(561) 798-6684
Stephen Thompson	Director-Services & Environmental Comp, The Home Depot	(214) 837-2608
Mark Applebaum	President Uniform Security Agency	mark@uniformsecurityagency.com
Abe Gruenbaum	Owner, Plaza Auto Leasing & Sales	abe@plazaautoleasing.com
Mariella Paulino	Director of Marketing, Knowbility	mariella@knowbility.org
Anthony Vasquez	Social Director, Knowbility	avasquez@knowbility.org
