

ANDRES KONOWALSKYJ

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PROFESSIONAL SUMMARY

Detail oriented marketing professional with a client management and operational strategies focus for optimizing company growth.

EDUCATION

Bachelor of Arts : Communications: Broadcasting: Emerging Media, **2019**
Barry University - Miami, FL

High School Diploma : **05/2015**
The Beacon School - New York, NY

WORK HISTORY

MARKETING COORDINATOR 05/2021 to Current
The Easton Group, Doral, FL

- Leveraged email, print and social campaign strategies to strengthen brand awareness with target consumers.
- Reviewed and analyzed marketing campaign responses to pull relevant data.

SENIOR ACCOUNT MANAGER 08/2020 to 01/2021
Creating Better Days, Plantation, FL

- Built and strengthened long-lasting client relationships based on accurate price quotes and customer-centric terms.
- Tracked and analyzed weekly sales reports, implemented corrective action plans and streamlined sales operations.

BUSINESS DEVELOPMENT EXECUTIVE 11/2019 to 03/2020
GDS Group, Miami, FL

- Contacted and developed working relationships with executives and business owners.
- Delivered presentations to address client needs and offer solutions.

SOCIAL MEDIA/DIGITAL CONTENT INTERN 01/2019 to 08/2019
The Jason Taylor Foundation, Weston, FL

- Assisted team with various marketing projects that would engage audiences and potential donors.
- Attended foundation events, posting live to various social media channels.
- Wrote copy for the website to describe notable happenings/upcoming events within the foundation.

SOCIAL MEDIA MANAGER/DIGITAL STRATEGIST 01/2019 to 05/2019
Barry University, Miami, FL

- Developed comprehensive social media strategies that defined and increased visibility for Barry University's, BTV Channel 14.
- Scheduled updates, shared relevant content, engaging with fans and followers and covered events on the channels social networks.

PERSONAL/STUDIO ASSISTANT 10/2016 to 05/2019

Barry University, Miami, FL

- Supported media department manager to execute on projects, develop solutions, and meet deadlines.
- Managed inventory, restocked supplies and gathered equipment for use in productions.

CERTIFICATIONS

Measurements Certified, GoogleAds
Fundamentals of Digital Marketing, Google Digital Garage
Google Analytics for Beginners, Google
Social Media Certified, HubSpot Academy
Sales Management Certification, HubSpot Academy
Frictionless Sales Certified, HubSpot Academy

SKILLS

- Market Strategy.
- Account management.
- Strategic Planning.
- Business administration.
- Social media management.
- Experience with Microsoft: Office Word, Excel, and Powerpoint.
- Experience with CRM's: HubSpot, Salesforce, Copper and Seamless.ai.
- Experience with Google: Analytics, Tag Manager.

AFFILIATIONS

- President, Barry University's Health & Fitness Club, 2018