

JULES ABRAHAM

Media VP | Event Producer | julesabraham.com | 347.287.5303

CAREER | (16) total yrs Marketing, (9) yrs Digital Media & SEM, (6) yrs SEO, (5) yrs Events, (7) yrs Ad Agency

Oxford Communications

VP of Integrated Media | Oct 2020 – Present

Leads the Digital, Traditional and Interactive Media departments to deliver advertising strategy, media planning and buying, and a suite of customized reporting tools to a portfolio of Enterprise tier and SMB clients. Departments contributed \$1.5M in earnings during the first two quarters after joining the team. Highlights include a global, omni-channel campaign, A World of Greater, with a real-time ROI reporting portal which recently received ETS' "President's Award" for the TOEFL Marketing team.

Key Clients:

ETS TOEFL, Rutgers Brands (University Camden, University New Brunswick, Grad School of Education, Cancer Institute of New Jersey), Adare Pharma Solutions, Kearny Bank

4Core Media

Co-Founder, VP of Digital Services | September 2014-October 2020

Clients:

GLOW

Pharma Media Supervisor | Nov 2019 – September 2020

Role directed the brand rejuvenation strategy and execution for an established Children's Asthma brand. The campaign featured both HCP and DTC objectives, leveraging endemic media partners such as Doximity, ePocrates, and OptimizeRX as well as built awareness for a \$0 co-pay promotion in partnership with Walgreens. Services include: Media Strategy, Market Test and Learn, Media Trafficking, Media Management, Executive Reporting

Key Clients

Alvesco

MAAST Digital

Digital Media and SEO Manager | Jan 2017 – September 2020

Role served clients in the Orphan Drug, Rare Disease and Non-Profit niche verticals in executing holistic digital advertising programs. Services included: Landing Page Conversion Optimization, Search Engine Optimization, Search Engine Marketing, Display Advertising, Video Advertising, Content Marketing, Media Planning and Digital Strategy.

Key Clients

Makovsky PR, Recordati Rare Diseases, GlaxoSmithKline, Neurogene, Vitamin Angels

GOBI Advertising

Social Media Strategist and Manager | Jan 2018 – December 2019

Built, executed and managed the Social Media Strategy for a joint initiative between the Cooper Health and Inspira Health Systems. Targeted and achieved a 250% Follower growth and consistently increased engagement across Facebook, Instagram, Twitter and LinkedIn.

Key Clients

Cooper Health System, Inspira Health System

Sound Healthcare

Pharma Digital Consultant | Jan 2017 – Dec 2018

Worked directly with Executives to develop and execute digital strategy. Role required custom built, real-time performance Dashboards and Scorecards with advanced lead segmentation and working with Executives to achieve year end goals.

Key Clients

Midatech Pharma

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MRM//McCann

Senior Media Planner | **June 2017 – August 2018**

Lead for Professional and Personal Social Network advertising strategy, buying and management for the Fannie Mae account. Product lines include B2B and B2C campaigns for Day 1 Certainty and HomeReady.

Key Clients:

Fannie Mae, ETS TOEFL

BUST Magazine

Event Producer & Promotions Manager **June 2015 – May 2017**

Produced award-winning indie craft fairs known as the BUST Craftacular and other events for BUST Magazine. Increased 2015 YoY profits by 52% through better use of venue layouts, market rate adjustments, expense reduction and new sponsorship package sales. Role oversaw all event production and outbound marketing, including: vendors, brand activation fulfillment, budgets, PR, community management, new territory development, audience and B2B list growth. Direct management of two in-house event coordinators, photographers and production assistants.

Case Funding Inc.

Director of Marketing | **January 2013 – June 2014**

Took charge of all print, digital, and interpersonal marketing for Attorney, Plaintiff and Medical Funding divisions to meet and surpass 2013 year-end goal of \$10 mil in loan originations by Q313 on a budget of \$250K annually. Instituted a '7 touch' marketing strategy that produced a 40% return borrower rate. Interpersonal marketing was a key success strategy; a weeklong roster of networking events was held annually as a silver sponsor of the American Association for Justice as well as monthly fundraising events for NYSTLA. Case Funding was acquired by Javelin.

Oxford Communications

SEO/SEM Manager | **March 2012 – January 2013 and October 2014 – June 2015**

As SEM manager, I managed 14 concurrent paid search accounts on the Adwords and Microsoft Ad Center platforms for a total monthly media spend of \$22K. As SEO/ORM manager, I frequently ran SEO audits for clients such as VOXX and NJM Insurance which lead to winning 12 ongoing SEO and reputation management programs that included on-page, technical, link building, social, and video SEO.

Key Clients

VOXX International (RCA, Klipsch & More), EyeLevel formerly E.Nopi, RWJ Health System

Tech Fluency:

Google Adwords Certified (Search, Mobile, PLAs)

Google Analytics Certified

Media Channels: Programmatic, Connected TV/OTT, Display, Social, Content, OOH, Streaming Audio, Search

Media Tools/Partners: DSPs (StackAdapt, AppNexus, Choozle, The Trade Desk, Google Ads, Google Display Network), DMPs (LiveRamp, HubSpot, BlueKai, eXelate), Google Merchant Center (PLAs),

Partners (Zeta Global, U.S. World and News, S4M, Division-D, GlassView)

Ad Ops: DoubleClick Campaign Manager, Marketo

Operations: Asana Project Management, Office w/ Excel VBA, Salesforce, Workamajig, SPSS, Volusion eComm;

Development: HTML, CSS, jQuery, PHP, Wordpress

Design: Photoshop, InDesign, Dreamweaver, Premier, Illustrator, Lightroom

Analytics: Google Analytics, Search Console (Webmaster Tools), Omniture, Moz, SEOProfiler;

Education:

AAS Entrepreneurship, *City University of New York BMCC, with Honors* 2008

AAS Fashion Design, *State University of New York FIT, scholarship recipient* 2006

Non-Credit Programs: University of Pennsylvania, Wharton School: Young Entrepreneurs Affinity Program; Pennsylvania Academy of the Arts: Oil Painting, University of the Arts: Art History, Moore College of Art: Watercolor, Temple Tyler School of the Arts: Illustration