

Josh D. Okun

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EMPLOYMENT:

Director, Digital Strategy & Front-End Developer

Brain & Behavior Research Foundation, New York, NY

Mar. 2010 – Present

Responsibilities:

- Develop and continuously improve comprehensive web strategies for nonprofit
- Manage website (front-end), social media, email marketing, search engine optimization
- Supervise and mentor Associate Manager of Digital Marketing & Social Media (FTE)
- Partner with various vendors related to website management and digital marketing
- Initiate and oversee online fundraising strategies, campaigns and analysis
- Produce weekly responsive HTML email newsletter and promotional emails
- Maintain online fundraising database, email marketing database and survey tools
- Manage multiple long- and short-term projects and deadlines including website re-designs, video development, Google Pro Grant, Facebook Ads, A/B testing, analytics

Accomplishments:

- 500% Increase in monthly website traffic (from 14,000 visitors/month in 2010 to 100,000 in 2016)
 - Redesigned website, improved user experience, developed SEO strategies
- 20% improvement in online donation conversion rate
 - Redesigned online donation form, improved user experience, added advanced functionality
- 600% increase in Facebook page likes
 - Developed comprehensive social media/content strategy assisted with Facebook Ads

Admissions Data Manager

Center For Natural Wellness School of Massage Therapy, Albany, NY

Jan. 2008 – Jan. 2010

- Directed the Continuing Education and Student Placement Services Departments
- Managed website content via custom content management system, HTML and CSS
- Developed social media plan, monthly eNewsletter and website analytics reports
- Administered online CRM and online event management system

Program Services Coordinator

Music Mobile, Inc., Albany, NY

Jun. 2004 – Dec. 2008

- Managed CRM, developed analytics reports, updated and redesigned website
- Supervised five summer staff and five volunteers throughout the year

SKILLS:

Email marketing	HTML, CSS, JavaScript	Online Fundraising Strategy
Search Engine Optimization	Responsive web design, email	Content Strategy
User Experience Design	A/B Testing (email, website)	Project Management
Social Media Marketing	Graphic Design	Budget Management
Analytics Reports/Analysis	Video Editing	Database Management

TECHNOLOGY/PLATFORMS:

Drupal	Facebook	Google Search Console
WordPress	Twitter	Google AdWords/Grant
MailChimp	LinkedIn	Sublime Text/Brackets/Atom
Hootsuite	YouTube	DonorDrive, Peer-to-Peer
Survey Monkey	Google Plus	Adobe Audition
Asana	Instagram	Adobe Creative Suite
Trello	Google Analytics	Microsoft Office

PRESENTATIONS:

<i>The ABCs of SEO: How to be Search Engine Friendly</i>	2014
American Society of Journalists and Authors & Science Writers in NY, New York, NY http://www.swiny.org/2014/01/feb-5-abcs-seo-search-engine-friendly/	

CERTIFICATIONS:

Certificate in Web Design, Noble Desktop, New York, NY	2015
Certificate in HTML Email, Noble Desktop, New York, NY	2015
Certificate in User Experience Fundamentals, Noble Desktop, New York, NY	2015

PROFESSIONAL DEVELOPMENT COURSES:

JavaScript Circuit, General Assembly, Online Program	2016
Responsive HTML Email, Noble Desktop, New York, NY	2015
Mobile & responsive HTML Web Design, Noble Desktop, New York, NY	2015
Web Development Level III – JavaScript & JQuery, Noble Desktop, New York, NY	2013

EDUCATION:

Master of Business Administration (MBA), Franklin University, Columbus, OH	2011
Bachelor of Arts, Music Industry (BA), SUNY Oneonta, Oneonta, NY	2006