

Joshua D. Okun

1775 York Avenue, Apt. 5H, New York, NY 10128
(518) 339-8601 | Josh@JDODigital.com

EMPLOYMENT:

Director, Digital Strategy

Brain & Behavior Research Foundation, New York, NY

Mar. 2010 – Present

Responsibilities:

- Develop and continuously improve comprehensive online marketing strategies for nonprofit
- Manage website (front-end), social media, email marketing, search engine optimization
- Supervise and mentor Associate Manager of Digital Marketing & Social Media
- Oversee outside vendors and consultants related to website management, SEO, digital marketing
- Initiate and oversee online fundraising strategies, campaigns and analysis
- Produce responsive HTML email newsletter, promotional emails and email metrics reports
- Maintain online fundraising database (CRM), 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:

- 1200% Increase in monthly website traffic (from 10,000 to 120,000 avg. monthly users)
 - Redesigned website, improved user experience, developed SEO strategies, Google Ads
- 75% Increase in online donations from 2015 – 2017 (45% increase in total amount raised online)
 - Redesigned website (user flow, online donation form), improved content strategy/funnel
- 50% increase in email database with consistent increases in open rates & low unsubscribe rates
 - A/B Testing, content strategy improvements, re-designed to responsive HTML format (mobile)

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 CRM, online calendar and 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

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SKILLS:

Email marketing	HTML, CSS, JavaScript	SEM/PPC/Digital Ads
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/CRM Management

TECHNOLOGY/PLATFORMS:

MailChimp	Trello	DonorDrive, Peer-to-Peer
Hootsuite	Google Analytics	Adobe Audition
Drupal	Social Media Platforms	Adobe Creative Suite
WordPress	Google Search Console	Microsoft Office
Survey Monkey	Google AdWords/Grant	Facebook Ad Platform
Asana	Sublime Text/Brackets	Facebook Fundraising Tools

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

When I'm not at work, I can be found freelancing as a web designer, writing songs and noodling on my guitar, playing basketball or tennis, skiing, and traveling.