

JOSHUA D. OKUN

1775 York Avenue, Apt. 5H, New York, NY 10128

(518) 339-8601 | Josh@JDODigital.com

EMPLOYMENT

Director, Digital Strategy

March 2010 - Present

Brain & Behavior Research Foundation (BBRF), New York, NY

Responsibilities:

- Oversee entire digital strategy for non-profit organization
- Supervise *Manager of Social Media*
- Developed and continually refine BBRF's social media strategy
- Manage BBRF's website and web development consultants
- Created and implement multi-channel content strategy and SEO policies
- Administer weekly eNewsletter and all other email communications
- Manage and execute online fundraising plan
- Provide leadership with monthly analytics and other data reports
- Educate leadership on concepts, ideas, strategies using non-technical language
- Oversee digital advertising including Google and Facebook Ads

Accomplishments:

1,000% Increase in monthly website traffic; 70% increase in online donations; 50% growth of email list - steady open and clickthrough rates, with decreased unsubscribes.

Admissions Data Manager

2008 - 2010

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

- Directed the Continuing Education and Student Placement Services Departments
- Oversaw website, social media, monthly enewsletter
- Managed CRM, online events calendar, and event management system.

Program Services Coordinator

2004 - 2008

Music Mobile, Inc., Albany, NY

- Managed CRM, developed analytics reports, updated and redesigned website
- Supervised up to 10 staff/volunteers throughout the year

SKILLS

- Content strategy
- Email marketing
- Social media marketing
- Search engine optimization
- Responsive web/email design
- Web development | HTML, CSS
- User experience (UX) design
- Analytics reports
- A/B Testing
- Video editing
- Digital Ads (Facebook, Google)
- Project management
- Budget management
- Database/CRM management

TECHNOLOGY

- WordPress
- Google Analytics
- Adobe Creative Suite
- Microsoft Office
- BuzzSumo
- Canva
- Facebook Ads
- Facebook Fundraising
- Google AdWords
- Asana
- TeamWork
- DonorDrive
- MailChimp
- Google Search Console
- Hootsuite
- Drupal
- Survey Monkey

PRESENTATIONS

The ABCs of SEO: How to be Search Engine Friendly

2014

American Society of Journalists and Authors & Science Writers in NY, New York, NY

CERTIFICATIONS

- Certificate in **Web Design**, Noble Desktop
- Certificate in **HTML Email**, Noble Desktop
- Certificate in **User Experience Design**, Noble Desktop

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PROFESSIONAL DEVELOPMENT COURSES

- JavaScript Circuit, *General Assembly*
- Responsive HTML Email, *Noble Desktop*
- Mobile & Responsive HTML Web Design, *Noble Desktop*
- Web Development Level III – JavaScript & JQuery, *Noble Desktop*

EDUCATION

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

CONSULTING & FREELANCE

Since 2010, I've freelanced on nights and weekends as a web designer, digital marketing strategist, and marketing consultant for small businesses and non-profit organizations.