

ADAM BERKOWITZ

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MARKETING AND BUSINESS DEVELOPMENT EXECUTIVE

Highly Motivated || Marketing Strategy || Collaborator

SUMMARY

Proven marketing, business development, sales leader with increasing responsibility and experience within B2B and B2C marketplaces. Energetic, positive and hungry strategic thinker with skills to quickly ascertain customer needs, build rapport and establish long-term relationships. Deep and varied experience in the recruitment technology, acquiring and retaining users on both sides of the marketplace. Led and executed digital and product marketing strategy resulting in significant growth and revenue generation. Excellent face-to-face communication and presentation skills along with expert level marketing, networking skills. Adept at producing significant results in growing, entrepreneurial environments, within large or small organizations.

CORE COMPETENCIES

- Business Development
 - Sales Pipeline Development
 - Analytical & Data Driven
 - Email Marketing
 - Lead/Demand Generation
 - Recruitment Technology and Advertising
 - Digital & Product Marketing
 - Marketing automation
 - Leadership
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NOTEWORTHY ACCOMPLISHMENTS

- Generated 1MM annual revenue with 20% margin by leading new product initiative generating.
 - Acquired and partnered with 500-1MM new email addresses per month accelerating growth and scale.
 - Grew monthly registrations by 300% by developing and executing a strategic plan to increase site registrations to over 1 million new users each month.
 - Expanded partner network from 1500 sites to over 15,000 through business development and partnerships.
 - Enabled and drove incremental growth of \$500K per month in from SMS and email campaigns.
 - Designed and launched new O&O job site creating 100,000+ leads per month for internal call center.
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PROFESSIONAL EXPERIENCE

SELF-EMPLOYED BUSINESS DEVELOPMENT /MARKETING CONSULTANT 2018-Present

CDO VIRTUAL SERVICES, LLC - Virtual bookkeeping and accounting services
DELIBERATE REACH MEDIA, INC. - Diversity career network and recruitment marketing firm
FIRE BRICK GROUP - Recruitment and Email marketer

CLIENT RESULTS

- Creating and executing B2B media marketing strategies attracting new clients for virtual bookkeeping business.
- Prospected and generated 500 new employer leads through cold emails and calls.
- Enabled new job feed content deals adding 250,000 back-fill jobs across diversity and geo-targeted network.
- Increased email prospecting open rate by 20% via segmentation and targeting marketing by category.
- Prospected, signed and launched 18 new traffic partners in first 60 days.
- Signed strategic data partnerships with non traditional partners adding 300G incremental consumer emails per month.
- Utilized data and metrics to develop and continually review 30/60/90 day and yearly strategic plans.

SENIOR BUSINESS DEVELOPMENT EXECUTIVE

2015-2018

DIGITAL MEDIA SOLUTIONS

Key point of contact and leader for owned and operated job site, charged with establishing and executing on product road-map, design, user interface, traffic plans and formed strategic and revenue generating partnerships.

- Signed long-term partnerships with 25+ clients generating \$300-\$500K per month in advertising revenue via online, email, mobile.
- Awarded company-wide 'Rookie of the Year -2016' for outstanding performance.
- Developed, signed, managed and nurtured relationships with a performance advertising network of over 100 partners.
- Worked and collaborated with marketing, technology teams to create best in class user experience.
- Analyzed web site content, recommended content and user interface changes resulting in 30% more leads and increased revenue opportunities resulting in 15% more monthly registrations.

DIRECTOR OF TRAFFIC ACQUISITION BEYOND.COM / NEXXT

2012-2015

Planned, directed and executed traffic acquisition and new user generation via partnerships, social media and affiliate management.

- Signed and launched 60 new traffic vendors in 2013 and 75 in 2014 resulting in 500K registration per month.
- Partnered with Ziprecruiter, Startwire, Talroo, Monster, Juju and others driving over 2 million unique visitors per month.
- Increased daily efficiency of registration and engagement by 15% by filtering out lower performing traffic sources

SENIOR BUSINESS DEVELOPMENT MANAGER BEYOND.COM / NEXXT

2004-2012

Managed the business development team responsible for growing and scaling the business through incremental and ongoing revenue generation via performance based partnerships, advertising sales and account management.

- Generated over 1 million in job click advertising, lead generation revenue from 2006-2010.
- Achieved \$1.5 million in 2011 and \$1.75 million in 2012 from job board and advertising partnerships.
- Introduced new revenue streams through financial and student loan lead generation partnerships adding \$50,000 per month in incremental revenue.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION - Fordham University Graduate School of Business

BACHELOR OF ARTS IN POLITICAL SCIENCE - Binghamton University

ORGANIZATIONS

Newtown Career Networking Group

TA TECH - Association for Talent Acquisition Solutions

Connect to Convert - LeadsCon

VOLUNTEERING / COMMUNITY

Council Rock Basketball Association Youth Coach, Spring 2016-2017 Champion

Bucks County, PA - Ohev Shalom Basketball League Coach , 3-Time Champion

American Cancer Society - Volunteer Driver