

# Roy Mackeral

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*Marketing assistant and effective sales representative has expertise in developing effective marketing and sales strategies. An accomplished team leader and initiator of collaborative ventures, with excellent organizational skills gained through working in the field for more than 6 years.*

## PROFESSIONAL EXPERIENCE

**Abe Media group** | Brooklyn, NY

March 2013 - Present

**Marketing Assistant**

- Assisting the sales manager and marketing team in all aspects of their work.
- Created and analyzed effective market research to gauge the companies target market.
- Handling of heavy phone calls and created an extensive customer rapport.
- Consistently and effectively created and implemented marketing programs for businesses.

**Hillel of CUNY** | NY, NY

January 2012–March 2013

**Marketing Associate / PR**

- Analyzed and interpreted public opinions and attitudes.
- Informed and marketed the public of the organization's mission, events and goals.
- Created Copy writing and blogging for the web and social media. Ran effective marketing campaigns.

**MGU Fashion** | New York City, NY

February 2011 –April 2012

**Sales director**

- Increased revenue from \$60,000 to \$140,000 in under a year and successfully met monthly sales goals
- Had the largest nationwide sales in the company for online sales, wholesale and retail.
- Created an online marketplace for the company and effectively marketed the products.

## INTERNSHIPS

**FEGS Health and Human services** | New York City, NY

November2012 – February 2013, **Public relations and Fundraising**

**Folksbiene, the National Yiddish Theatre**| New York City, NY

July2012 – October 2012, **Marketing Assistant**

## SKILLS

Bilingual in three languages (Russian, Farsi, English), Data and market analysis, Improved revenue, Increased traffic, developing strong client relationships, marketed projects, counseled clients. CPR & AED Certified by AHA.

## EDUCATION

**Bachelors of Science in Business, Management and Finance (2012 - 2014)**

*Cuny College - Brooklyn, New York(GPA: 3.4)*

**Bachelor of Business Administration in Marketing (2012 - 2015)**

*Cuny College - Brooklyn, New York (GPA: 3.4)*

**Associate of Applied Science In Marketing Management & Sales (2009 - 2012)**

*New York City College of Technology - Brooklyn, New York (GPA: 3.2)*

## Activities

**President of the Jewish club** Brooklyn College, 2012-2014

**Member of the finance-marketing group** Brooklyn College 2012-2014

**Marketing club director** - New York City College of Technology 2010-2012

References available upon request