

Ilan Mizrahi

781-985-2805 | [Linkedin.com/in/Ilan-Mizrahi](https://www.linkedin.com/in/Ilan-Mizrahi) | imizrahi@umass.edu

EDUCATION

University of Massachusetts Amherst

Amherst, MA

Isenberg School of Management

Bachelor of Business Administration in Marketing

Candidate, May 20XX

- Cumulative GPA 3.94; Magna Cum Laude; Dean's List All Semesters

MARKETING EXPERIENCE

Dirty Water Wagers

(Remote) Boston, MA

Chief Marketing Officer

September 20XX - Present

- Designed and posted daily sports content on Tik-Tok, amassing 6,000 followers and 62,000 likes during three-month social media campaign
- Developed social media marketing strategy while leading and guiding three other content creators
- Strategically organized social media posts to increase interactions with company website by utilizing data analytics on prime posting slots daily

Procter & Gamble

Boston, MA

Sales Consulting Intern

May 20XX - August 20XX

- Demonstrated capabilities in foundational selling and data analysis to corporate marketing leadership team by identifying gaps in customer digital model and recommending \$6.7M winning activations
- Utilized PowerPoint to deliver sales presentation to BJ's C-Suite marketing team for new personal care product; secured \$44M deal for product placement in 200+ BJ's retail warehouse locations based on presentation
- Researched and proposed effective methods for company to realize \$70M+ revenue opportunity with health savings account/flexible savings accounts for consumers

Isenberg School of Management

Amherst, MA

Communication & Recruitment Intern, Isenberg Graduate Programs

September 20XX - May 20XX

- Communicated with ~100 prospective students through email inquiries, answering questions and assessing best graduate program suitability
- Reached out to ~55 prospects a day, ensuring 30% advancement to next stage of activation
- Utilized MS Excel to track event planning process including details, tasks, and collaborative work with colleagues
- Designed email templates on Salesforce Marketing Cloud with scheduled sends to include reminders, follow-ups, and event details to consistently maintain updated lines of communication

Meta/Paragon One

Remote

Business Development Extern

September 20XX - October 20XX

- Identified, analyzed, and profiled 18 'big bet' businesses in need of Facebook advertising solutions
- Evaluated marketing trends to recommend best mix of solutions across the social media platform
- Selected for in-depth presentation to Facebook GBG Team and received *Outstanding Completion Certificate* in recognition of high productivity and research analysis skills

EXTRACURRICULAR EXPERIENCE

UMass Jewish Leaders in Business and Entrepreneurs

May 20XX - May 20XX

President

- Recruited 90 members to reestablish dormant club with new emphasis on networking and community service
- Collaborated with five-member leadership team and two club advisors to plan programming; planned Chanukah holiday party for 100+ attendees ensuring robust interactive holiday activities and adherence to budget

SKILLS & CERTIFICATIONS

Computer: Proficient in MS Excel, Word & PowerPoint; Salesforce CRM; Marketing Cloud

Certifications: Isenberg's Excel Advanced User Badge