

Charles J. Hecht

www.hechtmedia.com

charles@hechtmedia.com

(908)-310-2909

EXPERIENCE

PIXACORE | New York, NY

November 2015-Present

Digital Marketing Manager

- Launched multichannel dashboard inclusive of Display, PPC, SEO, Social & E-Mail integrations to increase efficiency across client reporting, presentations, and media buys
- Specialize in pharmaceutical marketing to HCPs and patients. Oncologists and hematologists working within MBC, NSCLC, and PANC indications are primary HCP targets
- Managed and executed media buys for display, e-mail, mobile, and public relations
- Optimized performance throughout indication across SEM and SEO
- Monitored and improved Google Analytics awareness KPIs (pageviews, sessions, bounce rate, etc.)
- Worked Google & CRC review teams to ensure compliance of ads with pharmaceutical regulations
- Utilized competitive analyses to evaluate competitor strategy, generate ideas, and grow client budgets

IgnitionOne | New York, NY

March 2015- November 2015

Media Manager

- Develop, manage, & execute cross-channel digital campaigns with direct response and branding goals
- Manage and expand annual multimillion dollar budgets via frequent monitoring of KPIs, conduction of optimizations, and presentation of additional opportunity media decks
- Worked heavily within organization's unique Digital Marketing Suite consisting of live marketer, cart abandonment, website personalization, DMP, CRM integration, as well as attribution model deployment
- Increase performance of campaigns by granular analysis of daily, weekly, monthly, and annual trends
- Analyze customer conversion funnel to determine approximate mix of channels & tactics
- Intense management of customer conversion funnel to efficiently manage over \$1.2 million per month
- Present and create weekly reports, media plans, QBR decks, and also at weekly team meetings
- Negotiate multi-channel media buys with world's top vendors across a variety of pricing models
- Created comprehensive media plans including display, mobile, dynamic ads, native, and video
- Increased client spend and performance approximately 25% YoY across all accounts
- Primary accounts were Motel 6, Fanatics Sports Apparel, & Extended Stay of America Hotels
- Manage & develop knowledge base of younger team members through group training sessions

GroundLink | New York, NY

February 2014-March 2015

Digital Marketing Manager

- Responsible for development, management, & implementation of complete digital strategy
- Coordinated CPA, CPC, & CPM media buys with the focus of direct response
- Managed and improved KPIs within multiple Google AdWords & Bing Ads accounts
- Developed and executed social media strategy for Facebook, Twitter, Google+, & Instagram
- Implemented a multifaceted e-mail marketing strategy focused on customer retention & acquisition
- Merged all digital marketing channels in all-inclusive platform complete with attribution
- Utilized Google Analytics to maximize e-commerce and website performance
- Expand profitability of company's affiliate marketing program through aggressive recruiting tactics
- Launched mobile campaigns focused on customer acquisition and application downloads
- Completed company newsletter segment, as well as MBR and QBR presentations, to owning VC firm
- Managed multimillion dollar annual marketing budget, as well as company promo code system
- Executed all SEO improvement tasks from backlinks, meta-tags, title tags, and more
- Acquired celebrity talent to promote company on social media outlets
- Created landing pages, content, & blog posts utilizing content management system
- Achieved monthly national & New York City transaction record attributed to marketing spend
- Generated 400% increase in Facebook likes on company page in 2014

HechtMedia | Verona, NJ**May 2009-Present****President & Founder**

- o Founded and expanded full service digital marketing agency
- o Currently managing a rolodex of clients with a variety of digital business objectives
- o Currently working with Jackson Hewitt Tax Service as an Eloqua E-Mail Marketing Specialist
- o Concentrations are within E-Mail Marketing, Website Development, Social Media Management, Display, Mobile, PPC, Reputation Management, SEO, and Affiliate Marketing
- o Play-by-play broadcaster and student instructor for Montclair State University on 90.3 FM
- o Previous clients include ESPN Radio Lehigh Valley, FOX Sports Radio Lehigh Valley, ESPN Radio Philadelphia, WCGO Chicago, IL, WBCB, Levittown, PA, & WLIE 540-AM Ronkonkoma, NY
- o Broadcast work has been featured on Buzzfeed.com, as well on Brian Dawkins' Twitter page
- o Previous notable clients include current Philadelphia Eagles play-by-play broadcaster Merrill Reese and former Vice President of NBC Universal Television, Steven Rosenberg

Harmelin Media | Philadelphia, PA**July 2013-February 2014****Digital Media Assistant**

- o Manage all phases of digital, mobile, and video campaigns for travel and bank clients
- o Negotiate multichannel media buys with regional & national digital content providers
- o Perform optimizations based upon analysis of campaign KPIs
- o Establish successful UTM coding, pixel implementation, & trafficking within DFA
- o Interact with clients to share results, expand budgets, & discuss future strategy
- o Worked with social & search teams to integrate data in comprehensive campaign reports
- o Company volunteer for Special Olympics of Pennsylvania Marketing Committee

Advance Digital | Easton, PA**August 2012-July 2013****Digital Media Consultant**

- o Responsible for growth of digital B2B sales in Philadelphia DMA for NJ.com, LehighValleyLive.com, Condé Nast Magazines, & other Advance Digital properties
- o Operated and sold campaigns consisting of SEM, SEO, mobile, display, e-mail, and more
- o Designed advertisements, created financial plans, & exceeded monthly goals
- o Performed campaign optimizations through the generation and analysis of reports
- o Promoted after seven months from Advertising Media Consultant

EDUCATION

The Pennsylvania State University, University Park, PA

Bachelor of Arts in Communications, December 2008**College of Communications Grand Marshal; Top Graduate**

Major in Telecommunications, Minor in Sociology

GPA: 3.98

CERTIFICATIONS

- o DoubleClick Core Certification Exam, DoubleClick Fundamentals Certification, DoubleClick QA Certification, DoubleClick Rich Media Fundamentals, Eloqua Master's Degree Certificate, Google AdWords Certified, Google Analytics Academy, Google Webmasters Academy

SKILLS

A/B Testing, Adobe Audition, Adobe Photoshop, BingAds, BingAds Power Editor, BlueHornet, BuzzBoard, Commission Junction, ComScore, DCM, Django, DoubleClick Studio, Eloqua, Facebook Ads, Flurry, Google AdWords, Google AdWords Power Editor, Google Analytics, Google Developers Console, Google Plus, Google Search Console, Google Tag Manager, HootSuite, Instagram, Integral Ad Science, JIRA, LiveRay CMS, LinkedIn, Localytics, Microsoft Office, Monetate, Nielsen, Open AdStream, Salesforce, SEO Optimization Tools, Sizmek, SPSS, Survey Gizmo, TapAnalytics, Twitter Ads, Website Personalization, WhiteOps