

# EDDIE BURLEM

Marketing/Graphics/Web Professional



Seasoned Digital Marketing Director with more than 15 years of expertise cultivating innovative digital marketing campaigns, identifying solutions to boost brand awareness, and generating revenue growth. Adept at developing marketing campaigns and strategies while effectively managing marketing teams. Skilled in creating marketing plans and leading successful launches and development. Possess extensive experience across digital platforms such as SEO, web development, and online advertising. Well-versed in cultivating key relationships through exemplary communication with all levels of professionals from diverse backgrounds.



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Location

Brooklyn, NY 11231



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## PROFESSIONAL EXPERIENCE

**BlumbergExcelsior, Inc. – New York, NY**

June 2019 – Present

Director of Marketing Communications

Contribute to quarterly senior management meetings with the President and Department Heads to cultivate budgets, identify plans for the next quarter, and report marketing efforts. Formulate innovative and targeted email campaigns focused on accountants and lawyers. Initiate an improved email marketing tracker to identify when emails are opened and if purchases were made. Facilitate the creation, management, and editing of a blog catering to topics for readers within the legal and accounting community dealing with subjects ranging from forming a new LLC to the importance of archival paper. Assess competition from big corporations to small companies comparing marketing techniques, rankings, social media, and advertising funds. Oversee policy changes, algorithm updates, and coding updates to enhance company standing in Bing and Google. Mentor and supervise team members in performance management, priorities, and work direction.

- Achieve a 13% summer revenue growth by developing successful promotions and SEO strategies.
- Champion monthly revenue production of \$60k to \$100K from ads while strategizing and managing paid digital marketing across Instagram, AdWords, Facebook, and Bing with a \$20k monthly budget.
- Secure a savings of \$30k per year by completing email marketing in-house instead of paying an outside firm.
- Generate a savings of \$40k by assuming photography tasks rather than pay an outside firm.

**BlumbergExcelsior, Inc. – New York, NY**

May 2005 – June 2019

Web & Graphics Manager

Directed catalog shoots and product shots with artistic vision and creative direction. Supervised a staff of graphic designers and typesetters in the completion of daily objectives. Mentored interns and internal staff while developing workflow protocols for graphic production of jobs for internal and external customers.



## SKILLS

Photoshop

Illustrator

Indesign

CSS, HTML, Java Script

Graphic Design

Email Marketing

Corporate Branding

Project Management

Copy Writing

SEO



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- Accelerated organic traffic by 80% through inbound marketing and SEO efforts.
- Successfully positioned Blumberg.com within a competitive niche market at the Top 5 for over 20 high-volume keywords in Google and Bing.
- Championed the development of an e-commerce platform via a partnership with freelance programmers for back-end functionality and maintained front-end programs to create websites utilizing HTML, JavaScript, and CSS.

## The Coffee Den – Brooklyn, NY

May 2005 – May 2010

Owner

Directed venue design and build, accounting, staffing, and permits. Oversaw all daily operations and purchasing for a successful coffee shop. Completed cost trend analysis and scheduling while leading staff training and development. Consistently guaranteed the delivery of exceptional customer service.

- Launched a successful community-based coffee shop.

## Additional Experience

Graphic Designer, BlumbergExcelsior, Inc., New York, NY

Freelance Projects

Graphic Design, Website Development, Photography

Clients: Nine Inch Nails, Interscope Records, Heidi Klum, American Media Concepts, Brooklyn Borough President, Wonder Wheel Amusement Park, Brooklyn City Council Candidate



## INTERESTS

Cycling

Hiking

Art

Cooking

Fishing

Horticulture



## EDUCATION

School of the Musuem of Fine Arts