

Sam Kusek

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Web Project Manager, Content Strategist and Comics Enthusiast

Experienced in project management, integrated media marketing and promotion, I am a resourceful, creative quick study with excellent communication skills.

Professional Experience

WAKEFLY- Westborough, MA

A lead generation, web design and development firm

Web Project Manager, 8/2011 to Present

- Acts as point of contact for clients.
- Manage internal resources & monitor timelines, keeping projects under budget and on schedule.
- Produce websites within content management systems, including Kentico and Sitecore.
- Maintain and manage marketing efforts for Editme, Wakefly's corporate intranet solution.

BERKLEEMUSIC - Boston, MA

Premiere institution for study of Contemporary Music / Berklee College of Music's Online School

Marketing Communications Assistant, 8/2007 to 8/2011

- Created promotional teacher & student video interviews for Youtube and Vimeo.
- Analyzed e-mail advertisement revenue, outreach and overall effectiveness for each academic term.
- Built and maintained Twitter follows & followers using CoTweet, resulting in 6,000+ followers.

FANSCAPE INC. - Los Angeles, CA

Leading Digital Word-of-Mouth Marketing Agency that represents Doritos, M&M's, Gamestop, and Naruto etc.

Digital Promotions Intern, 9/2009 to 12/2009

- Built and maintained social identities for Naruto Shippuden Campaign and acted as resident Anime expert, providing in-depth analysis on consumer targets and the overall anime marketplace.
- Interacted with core fans in social networks, message boards, video upload sites, microblogging sites.
- Managed database of client contests and was responsible for distributing contest information.

Additional Experience

826 BOSTON - Boston, MA

Non-profit organization, supporting students ages 6 to 18 with their creative and expository writing skills

Word Life Teacher, 4/2011 to Present

- Develop and teach an introductory course on Wordpress for Teen Voices, an intensive journalism, mentoring and leadership program for teen girls in Boston.

Skills

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| <ul style="list-style-type: none">• Proficient in Adobe Photoshop• Beginner in Design Languages: HTML & CSS• Proficient in Microsoft Office: Word, Excel, and PowerPoint.• Intermediate in Content Management Systems | <ul style="list-style-type: none">• Professional press & promotional writing experience.• Strong verbal and communications skills.• Accuracy and attention to detail.• Decision making, critical thinking, organizing and planning. |
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Education

EMERSON COLLEGE - Boston, MA

Graduated May 2010

Earned B.S Marketing Communication: Advertising and Public Relations with minor in Psychology

Related Projects:

- Lead a team of three to create a marketing campaign that focused on rebranding a social mobile gaming company, helping it to increase brand awareness by taking advantage of alternative media.

Writing samples, references and more info available at www.samkusek.com