

JOSEPH K. BERMAN

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MARKETING MANAGEMENT – DATA ANALYTICS – TEAM LEADERSHIP

Marketing Leader & US Navy Veteran with a MBA and 10+ years of experience leading digital marketing practices, business insights, campaign analytics, and data mining that drives marketing strategy and leads to unprecedented results.

SELECTED HIGHLIGHTS

- **Marketing Leadership:** Led marketing teams, programs, and campaigns that enabled companies and clients to achieve goals.
- **Strategic Planning:** Provided visionary leadership that led to the development of key insights for future strategy.
- **Profit Growth:** Drove revenue and profit improvement including leading the first live-streaming service to ever turn a profit.
- **Digital Marketing:** Managed marketing analytics platform, key analytic reports, projects' modeling, and data-driven processes.
- **Transformations:** Turned around struggling campaigns with a high dose of innovation that directly impacted the bottom-line.

CORE COMPETENCIES

- ♦ Strategic Marketing Plans
- ♦ Relationship Management
- ♦ Digital Marketing Campaigns
- ♦ Team & Culture Building
- ♦ Statistical Data Analysis
- ♦ Predictive Modeling
- ♦ Project Management
- ♦ Presentations & Reports
- ♦ Vendor Management

PROFESSIONAL EXPERIENCE

SLING TV (*subsidiary of Dish Network*), Centennial, CO

2019–Present

Marketing Lead, Lifecycle Marketing

Recruited as company's first and only marketer focused solely on winning back ~14M former subscribers by driving marketing and product improvements. Then promoted to take full ownership of all pricing and promotions for new and former customers.

- **Profit Improvement:** Grew former subscribers monthly gross adds (paid subscriptions) 20% to 48%, despite shoestring budget.
- **Revenue Growth:** Reformed pricing strategy, which led to 27% gain in reacquisition of former subscribers in just 1 day.
- **Innovation:** Launched holiday promotion for one of best activation weeks ever with \$12.5M in incremental net enterprise value.
- **Data Analytics:** Instantly reversed loss of up to 9,000 subscribers/day by using statistics to convince Dish leaders to take action.
- **Cross-functional Team Leadership:** Ideated ad-hoc promotions, guiding other teams to create market size and NPV forecasts.
- **Project Management:** Led product improvement projects targeting former subscribers across multiple cross-functional teams.

RANDALL-REILLY, Tuscaloosa, AL

2017–2019

Performance Marketing Coordinator

Hired to join "Special Operations" team of innovative creative digital marketers at data-driven agency. Drove sales, marketing, and recruiting campaigns for B2B/B2C clients mainly in heavy machinery, construction, and ag industries. Coached and mentored teams.

- **Key Clients:** Ran innovative campaigns for Fortune 500 companies such as Exxon, Shell, Chevron, Mack, and John Deere.
- **Digital Campaigns:** Developed and managed lead generation, pay per click, SEM, social media, and display digital advertising.
- **Cross-functional Leadership:** Advised Web Development team on optimization of individual landing pages or digital campaigns.
- **Customer Satisfaction:** Garnered praise from clients for ad impressions, ad clicks, video views, or conversions (lead capture).
- **Profit Improvement:** Delivered monthly ad spend of 46% under budget in order to maximize profits.
- **Subject Matter Expertise:** Educated clients on nuances of digital marketing during sales and stewardship calls.
- **Transformations:** Became known as "go to" person that turned around struggling campaigns, resulting in very pleased clients.

VARIOUS CLIENT ENGAGEMENTS (*self-employed*), Remote Locations**2015–2017****Marketing Consultant**

Provided marketing expertise for select client base, including previous employer, the Jewish Federation. Drove a wide array of digital marketing functions while working remotely from SE Asia, including website development, ecommerce, and social media campaigns.

- **Digital Marketing:** Developed and updated Wordpress websites, including e-commerce, to spark clients' revenue growth.
- **Fundraising Management:** Cultivated +\$150,000 in donations for non-profit client, leveraging digital marketing strategies.

JEWISH FEDERATION OF SAN DIEGO COUNTY, San Diego, CA **2013–2015****Senior Development Manager**

Advanced to provide strategic leadership, serving as public face of "Men's Campaign," a major fundraising effort. Drove multi-pronged marketing plan that reached 100s of 1000s of members. Engaged, educated, and cultivated donors via 1:1 meetings.

- **Transformation:** Revamped fundraising event to achieve record-setting donations and attendance levels (from 350 to 1100).
- **Team Leadership:** Recruited and oversaw 110 volunteers (table captains) for event, who then recruited 10 friends to join table.
- **Innovation:** Created recurring donor engagement events that skyrocketed Federation's awareness and engagement.
- **Public Speaking:** Delivered high-impact presentations and wrote convincing fundraising pitch speeches for lay leaders.
- **Marketing & Event Management:** Spearheaded \$400,000+ annual Chai Campaign.

AIPAC, San Diego, CA**2011–2013****Assistant Area Director**

Hired as second-in-command for San Diego office of 501c4 American-Israeli public affairs community and lobbying organization. Drove fundraising activities; influenced existing/prospective donors to advance mission; and ultimately improved the bottom-line.

- **Event Management:** Drove flawless execution of event with 500–1000 attendees, managing volunteers, vendors & security.
- **Transformation:** Reimagined main fundraiser, which nearly quadrupled donations and became a premier community event.
- **People Management:** Reigned in group of 6 wayward, yet well-meaning volunteer leaders to deliver widely successful event.
- **Relationship Building:** Recruited key donors as impactful lobbyists and prepped them for meetings with influential politicians.

MILITARY SERVICE:**United States Navy**, USS Vella Gulf (CG-72)**2001 – 2005**

Supported Operation Enduring Freedom and Opera on Iraqi Freedom.

EDUCATION**UNIVERSITY OF ALABAMA**, Tuscaloosa, AL**MBA, Business Analytics** (2019)**BA, International Relations** (2010)**ADDITIONAL CREDENTIALS**

CERTIFICATIONS	Google Ads Certified Professional (Search, Display, Video)
TECHNICAL SKILLS	Google Ads, Facebook Business Manager, Advanced Excel (multipivots, powerpivot, VBA script writing). Familiar with SQL, R, and Python.
VOLUNTEERISM	Volunteer, Jewish Colorado (current) Mentor, Latino American Education Foundation (current)
LANGUAGES	Conversational in Hebrew and Spanish

