

Rebecca Axelrad

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Qualifications Summary

- Founder of Buddy's Healing Paws, a 501(c)3 non-profit helping to fund life-saving procedures for pets
- Proficient in Constant Contact, Salesforce CRM & Salesforce Marketing Cloud, Microsoft Office Suite, Hootsuite, Sprout Social
- Proficient in MS Office Suite (Word, Excel, PowerPoint, and Outlook)
- Proficient in Adobe Suite (Lightroom, Photoshop)
- Over 10 years of social media management, marketing and communications experience
- An out-of-the-box thinker with the ability to create a campaign from start to execution successfully
- Excellent communications skills both verbal and written

Professional Experience:

Philosophy Care Centers – Remote/Long Island, NY

09/2020 – 05/2023

Social Media Marketing Manager

- Maintain and develop social media accounts for 11 skilled nursing facilities, including Twitter, Facebook, Instagram, and Google My Business
- Design and create content for websites and social media accounts
- Develop marketing campaigns to increase SEO and drive traffic to websites
- Create and design content for email marketing
- Research and analyze market trends
- Analyze marketing campaigns and make recommendations based on results to increase SEO
- Strategize and execute marketing campaigns
- Prioritize and manage workflow to ensure the delivery of quality projects
- Monitor and update web content for all 11 websites

Buddy's Healing Paws – New Rochelle, NY

08/2020 - Present

Founder/CEO

- Develop and create fundraising campaigns
- Maintain and develop social media accounts
- Design and create content for website and social media accounts
- Develop marketing campaigns to increase SEO and drive traffic to websites
- Create and design content for email marketing
- Strategize and execute marketing campaigns
- Work with celebrities and their management to execute fundraising campaigns
- Organize fundraising events

Red Rose Social Media – Remote, NY

03/2017 – 12/2019

Social Media and Digital Marketing Manager

- Maintained and developed client social media accounts
- Designed and created content for client blogs using WordPress
- Developed marketing campaigns to increase SEO and drive traffic to client websites
- Created and designed content for email marketing
- Researched and analyzed market trends

Girl Scouts Heart of the Hudson – Pleasantville, NY

03/2018 – 07/2019

Social Media Marketing Manager

- Maintain and develop social media accounts, including Twitter, Facebook and Google+
- Increased Facebook page reach by 71% from June 2 – June 20
- Designed and created content for blog
- Developed marketing campaigns to increase SEO and drive traffic to website
- Created and designed content for email marketing campaigns
- Researched and analyzed market trends
- Prioritized and managed workflows to ensure delivery of quality projects
- Promoted and photographed Girl Scout events

Community Synagogue of Rye – Rye, NY

09/2015 – 12/2016

Communications Associate

- Maintained and developed social media accounts including Twitter, Facebook and Google+
- Answered phone calls and helped schedule appointments for Rabbis and Executive Director
- Designed and created content for blog
- Redesigned layout for monthly newsletter/bulletin for content and identified areas for improvement and opportunities for community engagement
- Prioritized and managed workflow to ensure the delivery of quality projects
- Identified local businesses to sell ad space in monthly bulletins/newsletter
- Created content and designed email marketing campaigns using Constant Contact as well as developing strategies to increase open rates
- Developed marketing campaigns to increase SEO
- Increased website traffic from 1,000 UVM to 10,000 UVM

Dudley Media Group – Remote, NY

09/2013 – 06/2016

Features Writer

- Pitched entertainment-based articles to the editor
- Traveled to and reported at red-carpet premieres and events in both New York and Los Angeles
- Conducted and transcribed phone and in-person interviews with various celebrities

Westchester Financial Planning – Mount Kisco, NY

11/2013 – 09/2015

Social Media Coordinator

- Created, tracked and evaluated social media campaigns
- Designed and created content for wealth advisor's blog
- Increased SEO, bringing Westchester Financial Planning to one of the top companies searched on Google under "Financial Planners in Westchester"
- Sourced potential clients using LinkedIn
- Answered phone calls and scheduled appointments for Principal Financial Advisor

Wenig-LaMonica Associates – Tarrytown, NY

07/2011 – 04/2013

Assistant to Paul LaMonica

- Wrote and executed contracts between music artists and concert venues
- Provided artists with marketing ideas to promote their tours
- Communicated with venues to prepare tours for musician Matt Beilis and ensured rider requirements were met
- Developed and executed marketing campaigns, including poster creation, sending venues and newspapers advertising materials

- Answered heavy phone call traffic and scheduled meetings and maintained tour calendars

The Conzine – Tarrytown, NY

03/2009 – 01/2013

Owner/Senior Editor

- Traveled and reported at red-carpet events in both New York and Los Angeles
- Conducted and transcribed phone and in-person interviews
- Developed and updated the magazine's website with news articles and live event content
- Created and executed marketing campaigns
- Sold magazine content rights in 2013

TMPG Media Innovation – White Plains, NY

01/2009 – 03/2010

Copy Coordinator

- Wrote advertising scripts for clients such as Oreo, Lifetime, and Ritz Crackers
- Received radio-ready DJ endorsements to proof before broadcasting
- Wrote contest scripts for special client requests for radio stations such as Z100, PLJ, and other national syndications
- Scheduled and conducted coaching calls with radio DJs to review scrips and ensure endorsements sounded natural

Education: Bachelor of Arts in Journalism – SUNY Purchase College