

# BRADLEY DEAN SLAVIN

## DIGITAL STRATEGY

## CLIENT SUCCESS

## PROJECT MANAGEMENT

### KEY STRENGTHS

Relationship Development

Digital Ad Strategy & Analytics

Client & Consumer Presentation

Project Management

Sales & Agreement Negotiation

Excel (incl. Pivot Tables)

Proposal & Presentation Creation

Workflow Optimization

Video Production

Dad Jokes

### EDUCATION

#### Syracuse University

B.S. Television Radio Film

S.I. Newhouse School  
of Communications

B.S. Info. Systems Mgmt.

School of Information Studies

GPA: 3.826

#### Awards & Titles

Summa Cum Laude

Newhouse Scholar

iSchool Scholar

Remembrance Scholar

Renée Crown University Honors

Founders Scholar

Comms Director - Otto's Army

Comms Director - NEXIS

Instructor - Web Design course

@ Maxwell School of Citizenship

### NOTABLE EXPERIENCE

#### HODINKEE ADVERTISING MANAGER

JULY 2018 - PRESENT

Managing client relations & execution for seven-figure book of business across 100+ luxury brands. Responsible for entire sales cycle from campaign strategy and content ideation through project management, reporting, and up-sell. Acting as main point of contact with both C-level executives and agency counterparts, achieving sales targets through sponsored content, digital, print, and podcast ad products

#### BOLD WORLDWIDE SR. ACCOUNT EXECUTIVE

JULY 2017 - JULY 2018

Led digital strategy & relationships on five key accounts. Pitched & won \$1MM+ in new and upsell media, via traditional RFP & proactive outreach. Created acquisition campaign strategy and testing structure, scaled across 120+ franchise storefronts driving thousands of qualified leads via social ads

#### DIGITAL CONSULTANT FREELANCE

JUNE 2016 - JULY 2017

Consulted on digital acquisition and content strategy, native ad sales, partnership models & business development

#### ANHEUSER BUSCH BRAND ACTIVATION MANAGER

SEPTEMBER 2016 - JANUARY 2017

Developed relationships with 100+ accounts for AB's High End Craft & Imports roster. Secured sponsored events and organic partnerships to drive consumer visibility & ROI

#### SOCIALCODE PARTNER MANAGER

MARCH 2015 - APRIL 2016

Developed, pitched, & managed \$1MM+ quarterly paid social campaigns for brands in auto and financial service verticals. Pitched strategic campaigns to achieve revenue goals, designed A/B tests, analyzed & presented data to clients

#### FREELANCE, INCLUDING HBO SPORTS, NBC SPORTS, MSSNG PECES

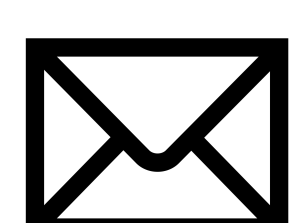
JULY 2014 - FEBRUARY 2015

Assisted in all aspects of production, focused on live sports & TV commercials. Responsibilities included scheduling & budgeting, camera operation, editing, drone piloting

### FIND ME HERE



[linkd.in/bradslavin](https://www.linkedin.com/in/bradslavin)



[bradleyslavin@gmail.com](mailto:bradleyslavin@gmail.com)



516.270.8802