

LEAH HOVIG

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Social Media Platform	Adobe Social, LinkedIn, Facebook Business Manager, Ads Manager, Twitter, YouTube, Google+, Instagram, Snapchat, Storify
Web Development	HTML5, XML, CSS, JavaScript, jQuery, Python, SiteCore
Graphic Design	Adobe Creative Cloud: Photoshop, Illustrator, InDesign, Adobe Premier Pro, Flash, Dreamweaver, MUSE
Analytics	Google Analytics, MOZ, WordPress, SEO/SEM, Geofencing, Ando Media, Triton Digital, comScore, Facebook App Development

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist, Toastmasters International, Rancho Santa Margarita, California, 12/2015-Present

Duties: Administered electronic communication platforms, implemented Search Engine Marketing programs that aligned with corporate strategies and vision. Developed and implemented digital campaigns, digital strategy and monitored external communications and increase brand awareness and facilitate conversations among members worldwide.

Project Highlights:

- By accelerating brand awareness on key social media sites, promoting dynamic public relations programs and facilitating global conversations, Facebook fan-page membership grew from 74K to 130K over a one year period.
- Executed a go-to-market strategy for digital marketing services by conducting educational webinars, providing insight into digital media, such as mobile marketing, social media channels, digital ads and campaign landing pages.
- Administered Search Engine Optimization rankings with new content strategy by testing keywords using email opt-in forms on separate landing pages, with the help of Google AdWords, which also increased bounce rate, average session duration and Page session
- Utilized Google Analytics to make the best usage of metadata and increased organic traffic to the website by identifying links, keyword research and creating a keyword database.

Manager of Digital Content & Operations, CBS Radio, Las Vegas, Nevada, 06/2007 – 05/2015

Duties: Oversaw content creation and digital marketing for over 5 radio stations. Specialties included producing online, on-air and printed content, studio and remote interviews, live streaming, site growth, social media, audio/video production and online marketing campaigns. Produced, designed, wrote and reviewed tech, sports, news, and music stories for the CBS Las Vegas market

Project Highlights:

- Collaborated as a liaison between corporate digital staff and local stations to ensure corporate strategy implementation for content, texting, newsletters and 120,000 social media subscribers. Brought in a total of over 9 million session views for the year of 2014
- Designed and implemented integrated marketing solutions across multiple media platforms (desktop and mobile – display, rich media, streaming audio, video, podcasts, email marketing and radio)
- Audited all station accounts and worked with executive management in New York and regional market program directors to expand stations' social media presence
- Created and published original marketing and social media material to support nationwide, regional and local marketing strategies and brands
- Covered live events, such as International CES, NAB Show, DEFCON, Black Hat and Comic-Con International. Interviewed celebrities, including Daymond John, star of ABC's Shark Tank, GRAMMY® Award-winning musician will.i.am and Rob Maigret, Chief Creative Officer at Sphero, Inc.
- Awarded certificate of commendation from Senator Harry Reid and the Green Award from the Las Vegas Business Press for best green marketing campaign, "Viva Green Vegas"

Branch Manager, Securitas Security Services, Las Vegas, Nevada, 06/2006 – 06/2007

Duties: Reported directly to Vice President and managed day-to-day operations of Las Vegas branch office to achieve service and profitability objectives. Initiated and directed new client contracts. Recruited, trained and retained high-performing field managers and supervisors. Ensured scheduling was handled effectively to meet client requirements, while balancing labor and operational overhead

Project Highlights:

- Responsible for development and management of \$7.6 million budget that encompassed all business activities for southern Nevada; Directly supervised 12 account managers and over 100 security officers
- Grew and managed diverse portfolio of corporate, retail, luxury residential and master planned communities, such as Cartier, NV Energy, Turnberry Towers and Red Rock Country Club

EDUCATION

BS, Business Administration, Concentration in Marketing
San Jose State University, San Jose, California

AS, Web Design and Interactive Media
Art Institute of California, San Francisco, California