

Eliza Urbanik

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PROFILE

Dynamic marketer and brand builder offering extensive experience in promoting products and services through integrated marketing activities and campaigns that span across digital and traditional communication channels. A leader who is mission-driven, transparent by default, has delivered high quality, brand-consistent, marketing communications in the specific areas of advertising, public relations, trade shows and events, and digital marketing programs including e-commerce and overseeing the customer's journey. In depth experience in leading multi-disciplinary teams, developing talent, and creating systems for creative and sustainable workflows.

PROFESSIONAL EXPERIENCE

MOL Logistics (USA) Inc. / New York **02.2019 – present**
Marketing & Internal Relations Manager for North America

- Serving as the primary resource for internal and external communications.
- Providing oversight for marketing/advertising and communications functions.
- Direct production of publications and overseeing the coordination of the layout, design, writing, editing and production of brochures, marketing/communication pieces, website, social media, community newsletters, ad copy and collateral marketing materials for internal and external audiences.
- Preparing and managing department budget.
- Serving as liaison with external vendors to execute promotional events and campaigns.
- Communicating, maintaining, and managing project timelines for all campaigns.
- Planning and executing initiatives to reach the target audience through social media (LinkedIn, Twitter etc.).
- Analyzing marketing data to help shape future marketing strategies.
- Developing and coordinating internal and external brand awareness strategy.
- Identifying potential customers and utilizing Salesforce to establish opportunities for sales team.
- Managing and updating company website (WordPress).
- Identifying, developing, or evaluating marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Developing internal and external marketing plans or strategies.
- Analyzing data to inform operational decisions or activities.
- Coordinating or participating in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.
- Coordinating special events or programs.
- Internal Relations includes certain HR tasks like:
 - Building organizational charts
 - Organizing and facilitating employee trainings
 - Assisting managers with employee performance reviews and communication with employees
 - Drafting new policies, company documents and templates
 - Leading internal COVID-19 Response Team

EDUCATION

Adelphi University 2007-2011
B.A. in International Studies, Business
Concentration

Training & Certifications:

- New York University SPS - Marketing and Strategic Communications Writing; 2015
- New York University SPS - Special Events Marketing Strategies; 2015
- Adobe Creative Cloud
- ALISON Certificate – Online course of Introduction to Marketing; 2015
- Social Media Marketing Seminar; 2017
- Digital Marketing Boot Camp; 2017
- Microsoft Digital Literacy Certificate - Microsoft Office
- Google Analytics – Google 2021
- Notary Public NYS

LANGUAGES

POLISH



SPANISH



SKILL AREAS

- Marketing, branding and communication
- Producing video communications
- Designing and creating marketing collateral
- Event management
- Business strategy
- B2B & B2C
- Risk & issue management
- Analytical & communication skills
- Researching sales leads
- SEO & SEM
- Attention to detail
- Website Management
- Ability to work under pressure
- Reporting and analytics
- External vendor management

Toll Global Forwarding (USA) Inc. / New York

2011 – 2019

Marketing & Communication Specialist

2016 – 2019

- Overseeing the development of the organization's image "positioning" that reflects its mission and strategic direction.
- Serving as the primary resource for internal and external communications – written and video.
- Direct production of publications and overseeing the coordination of the layout, design, writing, editing and production of brochures, marketing/communication pieces, website, social media, community newsletters, ad copy and collateral marketing materials for internal and external audiences.
- Creating and developing the desired image and generating additional business revenue.
- Direct media relations and attendant programs.
- Preparing and managing budgets. Anticipating changes that necessitate adjusting forecasts and allocation of funds.
- Overseeing the organization's website, including content development, editing, technical modifications, and relationships with outside contractors.
- Report marketing performance to leadership and management team on a regular basis.
- Keeping abreast of local and industry trends, issues, competition, opportunities, and risks. Recommending changes in strategy, as needed.
- Planning and coordinating trade shows, sponsorships, and general marketing events.
- Managed and organized annual charitable event – Golf Outing benefitting Fisher House Foundation.
- Americas conference – committee member – worked on organizing the event from admin perspective as well as preparing content and making sure the event runs smoothly.
- Led and managed a business travel program including implementing a travel policy, approval process, travel agency and booking tool in the US.

Executive Assistant to President & CEO

2011 – 2019

- Participating in strategic and tactical business planning & implementation, requiring close communication and interaction with senior leaders.
- Acting as a point of contact between senior management, employees and other stakeholders.
- Coordinating and preparing for all meetings/events attended by the President and CEO. Establishing and maintaining effective working relation between the company CEO, executives and staff
- Reviewing industry data on a periodic basis and preparing reports, presentations, trend analysis and executive summaries regarding company financial, sales and business reviews.
- Ensuring operational and logistical coordination and communications among C-level executives.
Direct the work of administrative team to ensure they are aligned with the priorities of the President and CEO, and performed in an efficient and timely manner.

UTi Worldwide Inc. / New York

2010 – 2011

Inside Sales Support (Internship)

Responsibilities included researching and cold calling via traditional telephone methods; research B2B; creating sales leads documents and templates; interviewing prospect & existing clients and generating sales leads for regional sales development.

Cultural Care Au Pair / New York

2006 – 2007

Completed one-year work-study international exchange program focusing on the language and culture of a foreign country. Cared for children, assisted parents in everyday duties including household chores, and earned 6 credits from college in order to complete program.



TECHNICAL SKILLS

- Microsoft Office
- Adobe Creative Cloud
- WordPress
- Salesforce
- Social Media
- Survey Monkey
- Mail Chimp
- Canva
- Vyond
- Google Ads
- Google Analytics certified
- Google MyBusiness
- Google Webmaster
- Prezi
- Vimeo
- Hootsuite
- Dropbox



PASSIONS

- Traveling
- Renovating furniture
- Sewing
- Swimming



REFERENCES

Available upon request