

DIANA FREEDMAN

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PROFESSIONAL EXPERIENCE

Overdrive Interactive | Account Coordinator | Boston, MA May 09 – present

- Develop and implement strategic interactive marketing programs, specializing in social media, paid search, and search engine optimization, for both B2C and B2B clients such as Harley-Davidson, FedEx, Akamai, John Hancock, Imprivata, and Pri-Med.
- Build successful client relationships by serving as primary contact, handling day-to-day account activities, and acting as liaison between the client and internal departments.
- Manage analysis and optimization of client campaigns to increase ROI, ensure that deliverables are on-time and on-budget, and prepare monthly and project billing and reconciliation.
- Support new business initiatives, including whitepaper development and speaking engagements.

TripAdvisor | Social Media Product Associate | Newton, MA May 08 – May 09

- Designed, developed, and implemented social media and distribution products that brought 80 thousand new members to TripAdvisor and exposed the brand to 10 million users.
- Managed team of engineers, designers, and copywriters to ensure high-quality product delivery.
- Streamlined development of new product features by documenting requirements in product specifications, overseeing development, and performing quality assurance testing.
- Defined product goals and success by delivering weekly and monthly statistical analysis.
- Presented competitive analysis and the latest industry trends to justify new product launches.

Gather.com | Account Manager/Marketing Assistant | Boston, MA Jul 07 – Jan 08

- Developed marketing plans with a grassroots focus that increased traffic at very low cost.
- Managed several accounts including Amtrak, AARP, and Crystal Light. Organized promotional contests and featured content, prepared status reports, and compiled cost-per-click data.
- Wrote proposals for prospective clients, and coordinated with sales team to gain new business.
- Created graphic designs for sponsored groups, promotional efforts, and social media marketing.

Disney Studios | Publicity Intern at Allied Advertising | Boston, MA Sep 06 – Jun 07

- Generated interest in Disney/Touchtone films released in Boston and ensured full-house screenings by pitching to local press and using grassroots marketing tactics.
- Ran press and word-of-mouth screenings after distributing passes to selected target audiences.

SKILLS

Internet Marketing: Social media, paid search (PPC), SEO, online media, blogging

Web Tools: AdWords, Google Analytics, Wordpress, HTML, basic CSS

Programs: Photoshop, Illustrator, InDesign, basic Flash, PowerPoint, Excel

Writing: marketing plans, product specifications, proposals, status reports, press releases

EDUCATION

Boston University Class of 2008 | GPA: 3.54

- Bachelor of Science in Advertising, Magna Cum Laude
- Related Coursework: Advertising Copy & Design, Computers in Communication, Design in Communication, Advertising Management, Writing for Mass Communication
- Extracurricular: Vice President of National Student Advertising Competition, BU Chapter