

Dmitri Pivtorak

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248-818-9130



Education

December 2010 **University of Michigan**
B.B.A. Marketing - Information Technology minor

August 2010 **Aalto University**
Business and Technology Program - ITP

Key Words
marketing project client analysis campaign presentations communication seo completed led
Similar Resumes

Objective

- Marketing Specialist with experience in marketing strategy, integrated campaign management, advertising and project management. Worked in Information Technology, Alternative Energy and Professional Services industries. Looking for a position in an agency environment as an account executive.

Employment History

06/11-Present **Marketing Associate** New York, NY
Direct North

- Develop marketing strategy to attract new business
- Produce creative briefs, mock-ups and content for Direct North website
- Develop white papers by analyzing ongoing and completed projects
- Create presentations for client meetings and tradeshow

10/08-5/11 **Marketing Contractor** Canton, MI
Dynamic Solutions Institute

- Handle day-to-day marketing and strategy functions for this start-up consulting company
- Acquired contracts totaling \$110,000 as well as \$6,000 in membership fees in 2008-2010
- Design marketing materials for client presentations and seminars
- Described by president as possessing "excellent organizational and communication skills"

08/10-12/10 **Account Executive Intern** Dearborn, MI
FBI recruitment program with Edventure partners

- Led the Creative Team in the execution of an integrated marketing communications campaign to increase awareness for FBI carriers utilizing a \$3,000 budget.
- Generated 80,000 gross impressions on campus and 20% increase in positive associations for FBI
- Collaborated with project teams on market research, advertising, campaign development, implementation, public relations and client approval to ensure on time project delivery
- Developed and delivered presentations to client representatives

08/10-12/10 **Research Assistant** Dearborn, MI
iLabs

- Conducted qualitative and quantitative analysis on a statewide economic benchmarking study and campus wide post graduate student survey
- Performed cross-tabulation, frequencies and ANOVA analysis in SPSS, Excel, and PHSTAT
- Interpreted and expressed results through graphs in PowerPoint

05/10-08/10 **Project Management Intern** Helsinki, Finland
Konecranes and Aalto University

- Managed an international team in analysis and improvement of client-specific Web 2.0 tools
- Completed the project ahead of schedule by proactively managing scope, implementation and risk
- Key information and communication link among project stakeholders
- Led five focus groups to improve internal communication
- Extensively researched SEO and Social Media

Technical Skills

Proficiency with Photoshop, Corel Painter, Excel, SPSS, SEO techniques, Social Media, Microsoft Suite, Photo Manipulation.

Languages

Russian and Ukrainian native proficiency.

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