

AVIVA PINCHAS



PROFESSIONAL EXPERIENCE

AVIVA PINCHAS CONSULTING

DIGITAL STRATEGIST - CONTENT, EMAIL & WEB • SEPT. '14 TO PRESENT
Provide digital services from strategy through execution and measurement.

- › Launched e-Commerce website for local art gallery
- › Created content for personalization software sales website, including 12 homepage variations across four target verticals

UNITED WAY FOR GREATER AUSTIN

DIGITAL MARKETING MANAGER • JUNE '13 TO AUG. '14
Responsible for all digital platforms. Serve as chief marketing technologist.

- › **Increased site traffic by 33 percent** through search-targeted content strategy
- › Researched, procured and implemented Pardot, Spredfast and Google Analytics to improve internal processes; created best practices and trained staff
- › Created five new interactive experiences, including **researching and writing 200+ highlights** and overseeing development and promotion for ['United for 90 Years' Timeline](#), which **increased site visitors by 10 percent** for 90-day campaign
- › Drove **50 percent increase in online donations**

MARKETING COMMUNICATIONS MANAGER • OCT. '11 TO JUNE '13
Managed communications for four teams.

- › Participated in strategic rebranding effort, including writing new brand messaging and relaunching social, email platforms
- › Oversaw new website from requirements through launch; new site **doubled online fundraising**
- › Designed **125+ pieces of fundraising collateral**

MARKETING COMMUNICATIONS SPECIALIST • JUNE TO OCT. '11

MARKETING COMMUNICATIONS ASSISTANT • FEB. TO JUNE '11

SWEET LEAF TEA

SOCIAL AND DIGITAL MEDIA INTERN • SEPT. TO DEC. '10
Wrote, filmed & edited seven online videos.

CITY OF AUSTIN

MEDIA RELATIONS INTERN • SEPT. '09 TO MAY '10
Responded to daily media calls and facilitated interviews. Developed Twitter outreach.



EDUCATION

UNIVERSITY OF TEXAS AT AUSTIN

BACHELOR OF SCIENCE IN PUBLIC RELATIONS AND RADIO-TELEVISION-FILM;
BUSINESS FOUNDATIONS CERTIFICATE

DIGITAL STRATEGIST & STORYTELLER FOCUSED ON CONTENT, EMAIL & WEB



SKILLS

DIGITAL MARKETING

Content Strategy

Email Marketing

Social Media Marketing

Graphic Design

Writing

GENERAL BUSINESS

Public Speaking*

Project Management

Problem Solving

Data Analysis

Strategy

TECHNICAL

Google Analytics

Pardot (Marketing Automation)

Spredfast (Social Media)

Wordpress

HTML / CSS

Photoshop

Illustrator

InDesign

Microsoft Office (Word, Excel, PowerPoint)



INDUSTRY PUBLICATIONS

CONVERSIONXL • [When Conversion Optimization Best Practices Fail](#)

CONVERSIONXL • [How to Make Your Confirmation Emails Not Suck \(and Make Money\)](#)



SOCIAL MEDIA

LINKEDIN • [/avivapinchas](#)

TWITTER • [@in_a_pinch](#)

* Eight years as a competitive public speaker, published in a textbook



512.762.5276



AVIVA@AVIVAPINCHAS.COM



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