

Jim Lefkowitz

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PROFESSIONAL EXPERIENCE

Cutty Powers **Ellijay, GA**
Director of Agency Marketing & Operations **Jan 2012 - Current**

- 10+ years of experience in web project management, web design, web, web development and front end architecture, working with an active 20+ client portfolio in the Fintech, Mental Health, Education, SMB and IT categories, both public and private
- Foster client trust and grow relationships by providing top tier customer service
- Review pacing and delivery of projects daily and made any necessary optimizations to improve performance
- Communicate closely with clients to ensure business objectives and KPIs are met
- Regularly lead client and agency meetings on topics such as campaign performance, best practices, and creative briefings

Anthony Software Group **Summit, New Jersey (Remote)**
Fractional CMO and Director of Marketing **Nov 2020 - Current**

- Led front end UI design and build for an enterprise database application
- Front-end developer, marketing creatives, and launch strategy

Artemis Center for Guidance **Sewell, New Jersey (Remote)**
Fractional Director of Marketing **November 2017- Current**

- Successfully re-brand, and led the design, build and launch of a multimedia website ahead of forecast
- Worked with platform partners to develop new tactics, placements, creative units and more to improve performance of clients' advertising

Veriphy Analytics **Marietta, GA (Remote)**
Fractional CMO and Director of Marketing **Jan 2017 - Nov 2020**

- Led front end UI design, build and launch for a financial enterprise application
- Front-end developer, marketing creatives, and launch strategy

EDUCATION

Rutgers University New Brunswick, NJ Certificate Government Services
Chubb Institute Certification, Computer Network & Security

MILITARY SERVICE

United States Navy

SKILLS

Proficient in Microsoft Office, G-Suite, Wordpress, WPEngine, Woo, Cloudflare, Dropbox, 1Pass, Balsamiq