Rian Weinstein

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RELEVANT EXPERIENCE

Associate Director of JUV's Research Network – **JUV Consulting** – New York, NY   October 2021 – Present
Marketing Research Specialist – JUV Consulting – New York, NY   February 2021 – October 2021
- Conduct, analyze and present quantitative and qualitative research to major brands such as VSCO, L'Oréal and Unilever
- Increase email opens and survey responses from Receipt members through strategic email marketing tactics using HubSpot and A/B testing
- Work with Director of Research on crafting a data visualization framework to help JUV present insights and data to clients in a more effective visual manor
- Collaborate with clients such as Vox Media on thought leadership articles centering around partnered research

Social Media Manager – Pet Care Unlimited – Freehold, NJ   June 2020 – June 2021
- Increased clientele by 20% over the span of 5 months through strategic ad creation, targeting and placement using FB Ads Manager and Google Ads Manager
- Tripled the number of dog trainings per week during a 2-month timeframe by utilizing digital marketing tactics

Marketing Outreach Assistant – The Office of Health Promotion – Montclair, NJ   August 2019 – May 2020
Social Media Team Member – The Office of Health Promotion – Montclair, NJ   September 2016 – May 2019
- Monitored social media analytics and reported overall results to the team as well as developed PowerPoint presentations to share insights and recommendations to improve social media presence
- Boosted Instagram followers by 82.4% over 8 months through strategic content creation and outreach
- Utilized Trello and Hootsuite to organize and automate health and wellness related posts to Instagram and Facebook ensuring a consistent stream of content to maximize engagement

Strategic Media Planning Intern – Mindshare USA – New York, NY   June 2019 – August 2019
- Crafted competitive analyses for Unilever brands such as Simple and Vaseline by analyzing share of spend and impressions utilizing analytical tools to help brands assess their competitive standing
- Analyzed survey data and created visualizations to present insights to management to help them better understand the media consumption habits of the target audience, which aided in maximizing the effectiveness of the media plan
- Reviewed magazine articles featuring TRESemme's products, checking for any errors regarding product information

eCommerce and Analytics Intern – Wakefern Food Corporation – Edison, NJ   June 2018 – August 2018
- Evaluated the efficacy of Shoprite's website, social media, and email marketing efforts to determine the impact the strategies had in generating online sales
- Analyzed online and brick and mortar sales in Excel to identify opportunities for vendors to improve sales strategies via email and in-person meetings

EDUCATION

Montclair State University, Montclair, NJ   **Graduated:** May 2020
Bachelor of Science: Business Administration, Concentration: Marketing
GPA: 3.69, Honors: Dean's List Fall 2016 – Spring 2020

AWARDS/ CERTIFICATIONS

- The Strategy of Content Marketing, Coursera, UC Davis, July 2020
- Mark S. Johnson Community Service Award, The Feliciano School of Business, May 2018
- Nationally Engaged Leadership Award (NELA), The National Society of Leadership and Success, May 2018

SKILLS & TOOLS

Tools: HubSpot, SightX, Google Suite, Microsoft Office, Microsoft Excel, Social Platforms (Twitter, Instagram, Facebook, TikTok), Facebook Ads Manager, Google Ads Manager, Tableau, SPSS, Canva