GEORGE PROVOTOROV

Digital Designer - Bakit Beshbai LLC
New York, NY
gprovotorov97@gmail.com
3474208641

A creative team player with a strong background in analytics who is always open to gaining more knowledge relating to the field of marketing.
Authorized to work in the US for any employer

WORK EXPERIENCE

Lab Manager

Interactive and Direct Marketing Lab - New York, NY
September 2017 to June 2019

• Conducted cold calls aimed at potential clients and donors
• Designed flyers to promote new courses at Pace University
• Built websites for various organizations and small businesses
• Developed online market research surveys using Qualtrics
• Worked on email campaigns with other members using MailChimp

Graphic Designer/Production Artist

Pace University's Brand Marketing Team - New York, NY
August 2018 to May 2019

• Developing a campaign for Wienerschnitzel in the American Advertising Federation's National Student Advertising Competition (NSAC)
• Designing the graphics and animations for the campaign executions

Digital Marketing Intern

Manor Trade Development Corporation - New York, NY
June 2018 to August 2018

• Built affiliate website, https://electricskateboards.com/, using WordPress
• Created vector graphics for the website using Adobe Illustrator and Photoshop
• Conducted research for search engine optimization using SEMrush
• Developed a marketing plan for electricskateboards.com
• Fixed company website SSL certificate problems
• Set up Google Analytics and Search Console for company websites

Summer Aide

E-J Electric Installation Company - New York, NY

May 2017 to September 2017

• Organized deliveries
• Kept track of on-site material and equipment that is available to electricians

EDUCATION

Bachelor's in Advertising & Integrated Marketing Communications

Pace University, Lubin School of Business - New York, NY

September 2015 to May 2019

SKILLS

- **Adobe Creative Suite (3 years)**
- **Tableau**
- **SPSS**
- **SRDS**
- **Simmons OneView**
- **GfK MRI**
- **SEMrush**
- **Qualtrics**
- **Microsoft Office**
- **JavaScript**
- **HTML**
- **Wix (2 years)**
- **WordPress (2 years)**
- **Squarespace (2 years)**
- **MailChimp (1 year)**
- **Adobe Acrobat (3 years)**
- **Web Design (2 years)**
- **Hootsuite (Less than 1 year)**
- **Google Web Designer**

CERTIFICATIONS AND LICENSES

Advanced Google Analytics Certification

February 2021

https://analytics.google.com/analytics/academy/course/7/certificate

Hootsuite Platform Certification

Present

https://www.credential.net/d7pffpnv