

TAL VINNIK

DIGITAL STRATEGIST & COPYWRITER

Address

1910 N. Whipple
Chicago, IL 60647

Contact

niktalvin@gmail.com
734.945.1509

WORK EXPERIENCE

Mediafly [Chicago, IL]

Digital Strategist, 2015-now

I redefined Mediafly's inbound strategy to better target enterprise customers.

- + Plan and launch campaigns across website, paid search, events and conferences, and social (organic and paid)
- + Oversee marketing automation tactics including email content, A/B testing, landing page optimization, and inbound workflows
- + Develop content strategy and copywrite for sales and marketing pieces: web pages, social, blogs, videos, emails, presentations, eBooks, etc.
- + Optimize website for SEO/SEM, messaging and tone, and UX

The Mx Group [Chicago, IL]

Social Media Specialist, 2014-2015

I managed social media accounts on behalf of GE Intelligent Platforms and VinSolutions across multiple channels.

- + Wrote copy and curated content for Facebook, Twitter and Instagram with agency CMS
- + Generated insights and provided recommendations through reporting and analysis of monthly metrics
- + Managed communities and engaged relevant thought leaders
- + Created internal and client-facing social education documents

More Than Answers [Ann Arbor, MI]

Producer / Social Media Manager, 2013-2014

I conceived the marketing and recruiting strategy for a job interview training program made up of real interviews.

- + Managed, moderated and launched ads on Facebook, Twitter and YouTube
- + Initiated, conceived, and presented overall marketing strategies
- + Developed and managed website (including blog)
- + Moderated and organized 40 interviews

Applied Safety [Ann Arbor, MI]

Project Analyst / Content Manager, 2009-2014

Expanding on my earlier research role after a travel sabbatical, I began writing reports for a range of clients and also became a funnel for all written outgoing content.

- + Created and managed website content and printed marketing materials
- + Copy-edited all outgoing materials and work-product
- + Managed litigation projects and prepared associated work including reports and analyses for a range of products and clients
- + Landed two large-scale contents through launch of Adwords campaigns



Freelance

www.ribbonbrush.com

Since 2013, I've written things like B2B direct sales collateral, franchising materials, and lifestyle articles for a variety of companies including: a rubber surface company, an Australian fitness company, a loan company, and a personal lubricant company.



Competencies

Marketing

- + Hubspot Certified
- + Adwords Certified
- + Google Analytics
- + Native social analytics and ad platforms (LinkedIn, Twitter, Facebook)
- + Sprout Social / Hootsuite
- + WordPress
- + Web governance tools (e.g., SiteImprove)

Design

- + Adobe Photoshop
- + Adobe Illustrator
- + Adobe Lightroom
- + HTML / CSS



Education

University of Michigan

Ann Arbor, MI, 2005-2009

BA: English and Psychology