

# IRVING Z. ROMAN

irvingzroman@gmail.com • linkedin.com/in/izroman

## Professional Profile

---

- Strategic Marketing Leader with 10+ years of Creative Content experience developing and managing Diverse Consumer Brands in Print, Digital and Social Media
- Influential IT Professional with exceptional Customer Service track record and 5+ years of management experience

## Summary

---

- **Creative Software:** Adobe Creative Suite (Photoshop, Illustrator, InDesign, Premier), Audacity and iMovie
- **CMS:** Drupal and WordPress (using HTML and CSS)
- **Social Media:** Facebook, Instagram, Twitter, YouTube, Pinterest, LinkedIn, Tumblr and MailChimp
- **Skills:** Customer Service, Social Media Campaign Management, Website Design, Print Design, Video Production and Written Content Creation, Search Engine Optimization
- **Languages:** English and Spanish

## Experience

---

2010 – Present

The Keg Tap

[www.thekegtap.com](http://www.thekegtap.com)

Editor-in-Chief

- Provide strategic direction and leadership to produce impactful marketing content for clients in beer industry
- Manage a team of six authors and coordinate release schedules with Senior Editors
- Develop and maintain brand identity by creating and fostering a community of viewers and followers
- Coordinate all product placements to effectively maintain our partnership with external businesses
- Manage all social media networks. (Facebook, Instagram, YouTube, Twitter, Pinterest & LinkedIn)
- Design and maintain our user interface, utilizing CSS, WordPress and Adobe Photoshop
- Collaborate with external public relations companies to finalize weekly stories to be published on website
- Produce and edit video content on company's YouTube channel on a monthly basis

2010 – Present

Rutgers University

New Brunswick, NJ

Program Coordinator

Graduate School of Education

- Provide leadership as one of two website administrators overseeing the school-wide website
- Created the current version of the intranet (internal website) page for the school
- Designed internal and external marketing pieces such as degree informational pamphlets, office flyers, and handbooks
- Exemplified creative direction when directing, creating, and editing instructional videos for staff and faculty
- Demonstrated cultural competency and tact when collaborating with IT web development team in India
- Provide level 1-3 technical support to all users of the school using both in-person and remote desktop solutions
- Troubleshoot both hardware and software issues for both Mac OS and Windows environments

2005 – 2010

Rutgers University

Somerset, NJ

Program Coordinator

Center for Effective School Practices

- Designed, deployed and analyzed departmental marketing strategies to increase student enrollment by 4.5K per semester
- Provide leadership as the sole administrator of the departmental website and its sub-domains.
- Designed all marketing materials including flyers, brochures, posters, email campaigns and course catalogs
- Led the registration team that oversaw the school's professional development offerings

2001 – 2005

MBNA America

Newark, NJ

Spanish Services Account Manager III

- Founded the Spanish-speaking division of the Newark, NJ office in both Customer Assistance and Customer Service
- Served as all-encompassing account manager for Spanish-speaking customers needing support on services, such as Fraud Resolution, Billing Disputes, and Customer Marketing
- Exemplified leadership skills when servicing as a new-hire mentor as part of the on-boarding process

## Education

---

Rutgers, the State University of NJ

New Brunswick, NJ

*Bachelor of Arts in Political Science*

*May 2010*