

James Karasov

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Data-oriented, creative problem solver, online entrepreneur, and lifelong learner who is passionate about the tech/digital marketing industry. Currently immersed in data analytics/online marketing strategies as a digital marketing student at Startup Institute, a leading Boston tech boot camp.

EDUCATION

START-UP INSTITUTE BOSTON

Digital Marketing 2017

UNIVERSITY OF MASSACHUSETTS BOSTON

B.A. Sociology, B.S. Environmental Science 2010

RELEVANT SKILLS

Technical: Digital Marketing, Data Analysis Using SQL and Excel, Web Application Architectures, and Advanced Statistics. Experienced with Google Analytics and AdWords, Microsoft Excel, Access and other MS Office products. Basic MySQL, Python, HTML/CSS, JavaScript.

Business: Online Auction/Bidding/Pricing expert, skilled in Social Media Marketing, Marketing Strategies and User Acquisition.

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING STUDENT, *STARTUP INSTITUTE* – Boston, MA

May 2017 – Aug 2017

- Selected from a competitive applicant pool for immersive 12 week digital marketing program
- Developed hard and soft skills to be successful in a high-growth companies
- Curriculum included SEO, SEM, customer segmentation, Wordpress, SQL, social media marketing, and Google AdWords

BUSINESS OWNER, *ONLINE STORES*

Sep 2008 – Present

- Successfully executed 9000+ transactions across multiple eBay and Amazon product categories; always maintained top ratings
- Performed SEO optimization, pricing and market research, web design, advertising with keywords and brand affiliations
- Trained 40+ people on how to start and run an e-commerce business and in customer experience management (CEM)

CARTOGRAPHIC ANALYST, *NATIONAL GRID* (contract) – Waltham, MA

Apr 2013 – May 2014

- Created natural gas infrastructure (around 2000 units/151000 Ft) in an data driven mapping software (GIS)
- Managed large datasets in Fortis, SPIPE, Maximo and AMMS databases powered by Oracle and Citrix
- Enhanced project efficiency by ~25% by analyzing team performance and introducing more efficient ways of implementation
- Trained multiple new team-members and managed an off-site teams results to accelerate project efforts

MARKETING ASSOCIATE, *THE KNOWLEDGE FOUNDATION* – Brookline, MA

Jan 2011 – Apr 2013

- Boosted website landing page traffic by ~20% by creating an integrated campaign through LinkedIn, Facebook and Twitter
- Directed search engine optimization(SEO) campaigns using Google AdWords to increase CTR and client conversion rates
- Managed client relationship experience among multiple stakeholders to ensure smooth communication and CEM

INTERNSHIPS AND PART-TIME WORK EXPERIENCE

ADVERTISING COORDINATOR, *MIT AUDIO VISUAL STUDY CLUB* (*part-time*) – Cambridge, MA

Jun 2007 – May 2009

- Operated inventory accountability program to ensure efficient distribution of Club resources
- Created 5K+ advertising flyers and posters in Adobe Photoshop CS3 & CS4 and distributed them to proper locations
- Held council meetings to brainstorm advertising strategies and recruitment policies with multiple stakeholders

SPECIAL PROJECT ASSOCIATE, *HARVARD UNIVERSITY* (seasonal and paid internship) – Cambridge, MA

Mar 2004 – Sep 2008

- Created and managed inventory database of the literary publications. Handled shipping and receiving
- Responsible for Social Media outreach and customer relationship management
- Performed executive assistant duties to facilitate project management, account management, and cross-team communication

DATABASE SPECIALIST, *THE KNOWLEDGE FOUNDATION* (paid internship) – Brookline, MA

Nov 2002 – Mar 2004

- Managed the client database and marketing campaigns to increase marketing efficiency and client conversion rates
- Applied marketing strategy to promote conference services and increase membership sales

PERSONAL INTERESTS

- Photography, bicycle design and building, golf, computer and electronics repair, watching documentaries