

JOSEPH K. BERMAN

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Skills/Capabilities/Expertise

- Google Adwords Certified Professional
- Facebook Business Manager
- WordPress Website Development
- Proficient in MS Office & G-Suite
- Experienced Public Speaker
- Conversational in Hebrew

Education

The University of Alabama, Tuscaloosa, AL
Master of Business Administration
May 2019

The University of Alabama, Tuscaloosa, AL
Bachelor of Arts: International Relations
December 2010
GPA: 3.6

The Hebrew University of Jerusalem, Israel
Rothberg International School (2006-2007)

Work Experience

Randall-Reilly, Tuscaloosa, AL

April 2017 - Present

Performance Marketing Coordinator

- Maximized profits by consistently beating campaign ad spend goals.
- Developed cross-platform search engine and social media marketing campaigns.
- Liaised with Program Managers and Senior Sales staff to identify opportunities for client upsells.
- Researched client and competitor keywords and search terms in Keyword Planner and SEMRush.

Self Employed, Various Locations

June 2015 - Present

Consultant

- Developed and updated Wordpress websites (including e-commerce)
- Fundraised over \$150,000 for non-profit client

Jewish Federation of San Diego County, San Diego, CA

July 2013 - June 2015

Senior Development Manager

- Spearheaded \$400,000+ annual Chai Club fundraising campaign
- Achieved record attendance of over 1,100 at annual Men's Event fundraiser
- Spoke publicly and wrote pitch speeches for fundraising events
- Conceptualized and coordinated development of new recurring donor engagement events

AIPAC, San Diego, CA

February 2011 - June 2013

Assistant Area Director

- Trained political activists for meetings with Members of Congress and other VIPs
- Chaired meetings of political leadership council
- Recruited new members for political giving cadres

Military Service

United States Navy | USS Vella Gulf (CG-72)

July 2001 - July 2005

- Served as enlisted man in support of Operation Enduring Freedom and Operation Iraqi Freedom.