

# Robel Mengistu

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## Summary

Socially savvy individual interested in a position within your company that will utilize my well-rounded skill set. I'm a conceptual thinker with fantastic organizational and conflict management skills. I also possess excellent problem solving skills with the ability to multitask and adapt in a fast-paced environment. Outside of my professional skills, I'm an advocate for diversity and inclusion in all aspects of life.

## Experience

### **House Ear Institute - Marketing Director/Web Developer**

**2017-19**

- Created overall marketing campaign strategy for House Ear Institute (HEI), which included:
  - Identifying target audience and key metrics to increase ROI
  - Producing promotional materials and advertising publications to increase brand awareness and industry positioning
  - Developing project proposals to optimize spend and cultivate relationships with external partners
  - Communicating the marketing strategy and reporting ROI internally to board members regularly
- Organized company events and programs which included educational courses, physician lectures, and HEI's Visiting Physicians Program
- Developed a mobile responsive website and utilized Google Analytics to track performance and optimize user experience
- Revamped donor database to unlock fundraising
- Evaluated end-to-end customer experience across multiple channels and customer touch points including web, SEO/SEM, email, social, and display advertising in conjunction with physical mailers

### **Life Steps Foundation - Resource Development Coordinator/HR Generalist**

**2015-17**

- Maintained the fundraising database which included gift entry, generating thank you letters, pulling mailing lists, and generating donor reports.
- Promoted positive PR and community awareness activities, and ensured proper internal management of all fundraising activities for various development projects
- Assisted with all internal and external HR and recruitment-related matters which included identifying candidates, conducting reference checks, developing organizational guidelines and procedures, and recommending strategies to motivate employees
- Maintained the company's websites and designed all marketing materials including brochures, flyers, newsletters, and annual reports
- Managed social media accounts to amplify brand awareness, generate traffic and leads, and increase social media engagement through innovative growth strategy and market research

### **PhiFactor Technologies LLC - Business Development Coordinator/Digital Marketing**

**2014-15**

- Conducted market research and assisted in the initiation of business development for an international Artificial Technology/Global Healthcare company
- Managed social media accounts that aimed to establish trust, build relationships, amplify brand awareness, and generate web traffic and leads
- Increased social media following through innovative growth strategy and market research

