

Daniel E. Avital

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Westwin, New York, NY – December 2017- May 2018

Director of Sales, North America

- Responsible for all North American operations
- Acted as a consultant for prospects & clients on Chinese digital marketing strategies in the Higher Education, Tourism, Real Estate, and Finance verticals
- Coordinated all brand positioning & event marketing for the North American market

ThomasNet, New York, New York – December 2016 - December 2017

Thomas Marketing Services Specialist / ThomasNet RPM Business Development / Industrial Specialist

- Generated over \$250,000 in annual billing for digital marketing services for B2B clients
- Supported Northeast regional team of independent contractors throughout all stages of the sales cycle
- Prospected via company database & responded to leads generated via inbound marketing efforts
- Acquired advertisers for an industrial sourcing platform and other company products such as enterprise software & data services
- Utilized HubSpot Sales Pro CRM

Bolt Digital, New York, New York – April 2015 - December 2016

Business Development Director

- Developed sales funnel & book of business via field prospecting, cold calling, networking, and attended trade shows
- Assisted print department in all sales & account management activities
- Planned & scheduled speaking events & trade shows
- Cultivated strategic partnerships

Smart Age Solutions, New York, New York – June 2013 - April 2015

Digital Marketing Strategist

- New business acquisition led to \$450,000 in 2014 billing
- Managed \$1.2 million in agency business and billing annually
- Supervised Account Managers understand & complete daily operations
- Fostered brand & agency relationships such as Gabriel & Co., Tacori, Verragio, Simon G, and Pandora
- Produced book of business through up-selling existing clients, cold calling, networking, and attending trade shows
- Consistently lead the team in highest generated revenue
- Generated and reviewed analytics and performance reports
- Acted as a liaison between client and production team

AfterDownload Ltd., Tel-Aviv, Israel – December 2011 - December 2012

Business Development Manager / Acquisition Specialist

- Generated over \$136,000 of revenue from small-medium sized business advertisers and publishers, while hitting my goals 95% of the time
- Acquired publishers and advertisers for premium CPC ad network
- Provided full advertising solutions for new accounts such as copywriting, creative design, campaign management, and analysis

Israeli Defense Forces, Kiryat Malakhi, Israel – December 2009 - June 2011

Foreign Relations Ground Forces Branch – NCO Visits Section

- Coordinated & arranged logistics for foreign visits to the Ground Forces
- Administered translations
- Redesigned branch website

Education & Certificates

Google Adwords Certified, 2013

Plattsburgh State University, Plattsburgh, NY

Bachelors of Science Business (Marketing)

Major: Marketing & Entrepreneurship

Minor: Expeditionary Studies

Study Abroad: Bond University, Australia

Languages First Language: English Second Language: Hebrew