DAMION ROCHESTER

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EDUCATION

T. Schreiber Studio & Theater, New York, NY
Theater, Film, & TV Certificate (May 2015)
Fordham University, New York, NY
Major: Political Science, Bachelor of Arts (May 2013)

OPERATIONAL SKILLS

Digital Marketing for Social Media; Content Marketing Fundamentals; Content Creation Fundamentals; Brand Management for Social Media; Google Analytics; Google AdSense; Google AdWords; SEO & SEM Fundamentals & Keyword Strategy; Legal research: Patent and Copyright laws, Immigration laws, and Constitutional Law; Public Speaking; Writing and Editing; Photoshop; Adobe Illustrator; Final Cut Pro, iMovie, Sound Boom Operator, and acting for the camera.

PROFESSIONAL EXPERIENCE:

FOLCS at NYU School of Law, New York, NY   **August 2015 - Current**
Operations Manager, Digital Marketing & Brand Development
- Overseeing the organization's blog and hiring content writers for topics pertaining to Law, Entertainment, Education, Government, and Society
- Initiating & presenting ideas to Board Members for fundraising, grant opportunities, and recruitment of new board members.
- Building a digital presence by launching campaigns that add digital content via videos and articles on forum speakers to highlight brand identity.
- Brainstorming and creating innovative content to attract new target demographic, such as: Digital TV Program *#SOCIETY*; Virtual Interactive Game, FOLCS' 6 degrees of Separation; FOLCS' Street Team, interviewing community members & reporting on Pop-Culture and law trends affecting society.
- Conducted legal research and compiled data for the organization's legal right to win ownership of Patent and Copyright of the brand name, Forum on Law Culture & Society (FOLCS).
- Managed FOLCS' events by coordinating with press, media officials, photographers, and forum speakers to sign releases and staying on task with event scheduling in an organized, efficient, sustainable, and cohesive custom.

U.S. Department of State, **New York, NY**   **June 2012 – July 2014**
Passport Specialist, Assistant Supervisor
- Enhanced customer service, drove sales, and increased employee production by producing, directing, and acting in the film project: **Information Request Letters (IRL) (2013)** that informed specialists on the correct IRL Codes to use and how to properly interact with customers within our global community.
- Helped the department's Fraud and Counter-Terrorism unit to seize repeated heists operations from occurring by creating a systemic digital library via Power Point on the global trends and institutions financing citizenship fraud and identity theft.
- Countered children abduction, citizenship fraud, and identity theft of over 20 imposters through utilizing the U.S. government's international detectable databases, Facial Recognition Technology; Consular Consolidated Database; and American Citizenship Record Query.
- Protected U.S. Passport applicants' Personal Identifiable Information (PII) by utilizing Excel to create a filing and checkout recording system, customized with individualized passwords; thereby stopping applications from being lost, misplaced, and unaccounted for.
- Created and edited the department's new e-IRL & Standard of Procedures (SOP) letters to customers. This brought them the clarity they needed to efficiently expedite their cases, which were faced with repeated suspensions due to miscommunications and delay of return documents.
- Improved efficiency and productivity for the NY Passport Agency by utilizing Excel to Catalog, with briefs and documents, of derivatives and immigration cases from Easy to Complex, thereby making it easier for specialists to know the ins and outs of the cases before interviewing an applicant needing a U.S. Passport for his or her emergency travel.
- Served as an editorial writer for the agency's **News You Can Use, e-Journal**. Topics include: *Diversity and Employment Relations and International Law & U.S. Congress.*

BBDO World Wide, New York, NY   **April 2011 - September 2011**
Intern of the SVP/Dir. Of Creative Engineer
- Marketed the Gillette Champion brand to a contemporary target demographic by building a model displaying Derek Jeter, a pyramid of 1000 base balls, and various ethnicities and professionals who are considered champions such as: Fire Fighters, ER Doctors, Scientists, Military Personnel, and Pilots on the Yankee Stadium
- Collaborated with a team of creative interns to film the corporate project, **Where are the Interns? (2011).** This included organizational structure in story board development, film analysis, screen writing, casting, acting for the camera, film editing, and voice-over.

American Family Life Assurance Company, New York, NY   **October 2009 - April 2011**
Corporate Sales Manager
- Tripled department sales goal by researching competing health insurance products and strategically developing the company's brand to fit within a non-competitive market.
- Advanced sales skills and produced greater revenue for the company, by assimilating sales meetings with marketing executives. This immensely developed the product knowledge of the sales team which catapulted their revenue streams.
- Improved customer service with clients by creating an interactive online survey that provided clients the opportunity to custom design and personalize their products.

Artificial Intelligence & Image Analysis, New York, NY   **September 2008 - October 2009**
Marketing Database Maintenance Manaager
- Advanced client relations by operating the company's Act! Database to regain the lost contact information of 1,500 financial business executives.
- Expanded the organization's financial profit through liaising and promoting to financial corporations the fundamentals of the company's software: Check Reader; Field Reader and Document Reader.

LANGUAGE AND COMPUTER SKILLS

Spanish, MS Office (Word, Excel and PowerPoint), Google Docs, SEO & SEM Tools, Salesforce, American Citizenship Record Query, LexisNexis, Rivermine Database, Woofoo Form Builder, Act! Database, Internet Explorer, and New Media.