



Eric Landro

Digital Marketer

Social Media Specialist

MS Digital Marketing & Media graduate with expertise in content development, digital marketing, and social media management. Experienced managing CRM database, creating email campaigns, newsletters, and paid ads to acquire new leads and nurture existing clients. Developed many marketing plans for start-up companies using marketing research methods, CRM, ethnography, and focus groups. Strengths in:

- Social Media Marketing
- HubSpot
- Facebook Ads
- Microsoft Office
- Google Analytics
- Wordpress / Wix
- Newsletters
- Marketing Research
- Photoshop
- Content Development
- Writing / Editing
- Organization Skills
- Communications
- Time Management
- Creativity

CONTACT

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SKILLS

Facebook Ads



Google Analytics



Microsoft Office



HubSpot



SEO



Social Media Marketing



INTERESTS

Reading, Writing, Sports, Film,
Communication, People

EXPERIENCE

Social Media Specialist, Reid CPAs, LLP. 2022 - Present

Managed company's social media platforms, getting an increase of 80% in followers on LinkedIn and Facebook, as well as created and developed Instagram account. Managed, developed, and organized entire clientele to CRM (HubSpot) platform, developing successful email campaigns, consistently have a 25% open rate and a bounce / unsubscribe rate under 1%. Developed Facebook Ad campaigns, having an engagement rate increase of over 100%, and obtaining 15 leads in a 2-month span. Helped firm identify key branding insights, understand their clients, and built their marketing department from the ground up.

Medical Editor, Pediatric Cardiology of LI. 2014 - 2022

Proofread, edited, and corrected medical reports for each of the four pediatric cardiologists in the practice. Corrected grammar, spelling and syntax mistakes. Made key decisions on information to be included in reports. Demonstrated outstanding communication skills in dealing with physicians. Ensured reliability by working under short notice to meet deadlines. Created Excel spreadsheets organizing data, creating calendars, and various scheduling. Daily use of Microsoft Office, including Word for report editing, Excel for scheduling, and Outlook for communication.

EDUCATION

Master's
Digital Media & Marketing

Yeshiva University
2020 - 2022

Bachelor's
Communications & Media

SUNY Old Westbury
2015 - 2019

REFERENCES

Dr. Sean G. Levchuck

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