

Tal Rodan

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PURPOSE

Leveraging behavioral economics and consumer data to create impactful stories.

EXPERIENCE

The Marketing Arm New York, NY

Brands worked on:
Arby's, A&E, Beyond Meat,
California Lottery, Craft
Brew Alliance, ExxonMobil, The
Edrington Group, Goodyear, Mars
Wrigley, Mizkan, Sony, The UPS
Store, Youtheory

Associate Consumer Engagement Strategist (January 2019–April 2020)

- Primary seat-holder on consumer and category data research tools
- Pulled and interpreted relevant data to identify actionable insights and key trends to inform briefs and marketing strategy
- Authored creative briefs and partnered with creative and account teams to create best-in-class shopper, social, and digital content
- Analyzed quantitative and qualitative data from platforms like YouGov to build stories
- Executed intrinsic audits to provide clients with information and implications of competitive landscape
- Launched and maintained Goodyear's social media platforms
- Supported global brands with social community management support and social strategy
- Responsible for tracking and measuring social campaign metrics to determine optimizations
- Mentored an individual from the company's apprentice program

Apprentice (June 2018–December 2018)

- Shadowed senior strategists to participate in client conversations and presentations
- Collaborated with peers to create and present a mock client pitch deck

Socialfly New York, NY

Brands worked on:
Kiwi for Gmail, Premio, Red
Carpet Manicure, Samsung
SmartThings, Woman Within

Social Media Marketing Intern (June 2017–August 2017)

- Assisted with community growth and engagement through social listening, copywriting and content creation on five client accounts
- Curated user generated content on client accounts to create fresh content and build social community
- Developed a strategy proposal for Socialfly's CEOs as part of internal internship project

Hawke Media Los Angeles, CA

Brands worked on:
BottleKeeper, Hunting
World NYC, Ralph Lauren Polo,
Raleigh Bikes, Sol Angeles,
Sweat Tailor

Influencer Marketing Intern (May 2016–August 2016)

- Headed Influencer Marketing for Sol Angeles
- Communicated with Instagram influencers to establish relationships and propose collaborations with clients by negotiating rates to suit client budgets
- Created and managed wrote social content and campaigns for clients such as BottleKeeper, Sweat Tailor, Ralph Lauren Polo, and Raleigh Bikes

EDUCATION 2018

Indiana University, Bloomington, IN

B.A. Psychology, Minor: Media and Creative Advertising

SKILLS & TOOLS

Storytelling, Social Listening, YouGov, Numerator, Simmons, Hootsuite, GroupHigh, Revfluence
Fluent in Hebrew

INTERESTS

Hole in the wall restaurants, planning adventure travel, boxing, behavioral economics

BLOG POSTS

- [TikTok Poses Massive Opportunity for Brands to Connect with Gen Z](#)
- [GIPHY Turns to Monetization](#)
- [Snapchat Rolls Out Creative Content Control Features](#)