



## ELEC IZENSON

MARKETING ASSISTANT • AOE

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### **Background:**

Elec is a marketing professional with experience in the execution of social media campaigns, website administration and other marketing administrative tasks. With a background in a variety of sales, retail and marketing positions, his understanding of the sales process and customer engagement helps in building brands. He is excited to bring his expertise to the AOE team and help build and execute campaigns for our clients.

### **His Role at AOE:**

Areas of responsibility for AOE include execution of branding campaigns using a variety of digital media, as well as monitoring results. He enjoys working with organizations to help them build their brand.

### **His Skills Include:**

- Social media planning and ROI monitoring
- Execution of social media campaign, including loading as well as monitoring engagement and commentary
- Development of social media graphics and messaging
- Video editing

### **Education and Designations:**

- University of Cincinnati – School of Business
- Association Digital Marketing Certificate
- Certified AI Marketing Consultant - Marketing Intelligence Institute