

Gary Adam Axelrod

Silver Spring, MD • Email: gaxelrod99@gmail.com

PROFESSIONAL EXPERIENCE:

Mathematica Policy Research

Digital Communications Specialist

Washington, DC

December 2017-Present

- Publicizing government-funded research, publications, and other company news via website updates, eNewsletter production.
- Posting department and administrative information on Mathematica intranet site.
- Troubleshooting HTML and CSS issues on intranet, Internet, and Mathematica eNewsletters.
- Proactively suggesting approaches to enhance audience engagement and ensure consistent user experience.
- Developing strategies for continuous improvement of digital communications initiatives.
- Writing, producing, coding, and disseminating Mathematica's bi-weekly *New & Noteworthy* eNewsletter.
- Preparing monthly data reports on Web statistics.

Frontline Medical Communications

Digital Projects Lead (Front-End Developer for Frontline's Custom Programs Division)

Rockville, MD

September 2017-December 2017

- Developed HTML landing pages, custom eBlasts for Custom Programs division; distributed eBlasts to medical specialty-targeted audiences.
- Served on IVT (invalid traffic) committee and continued to look into ways to reduce invalid traffic for Web ads in Doubleclick.
- Advised members of Web Production department on inquiries related to eNewsletters, eBlasts, coding, and DoubleClick ads.

Web Production Supervisor

January 2016-September 2017

- Troubleshot coding issues with eNewsletters, custom eBlasts, Web and email advertisements, and more.
- Final gatekeeper and proofreader of medical eNewsletters and eBlasts prior to deployment.
- Taught new features of Google Doubleclick to Web Production team to maximize accuracy, efficiency of online ad serving.
- Researched methods to reduce invalid traffic for Web ads in Doubleclick for Publishers.
- Assisted in transfer of Web content of approximately 40 different Frontline brands from TYPO3 CMS to Drupal.
- Supervised and led a team of 6 Web Production Specialists who created 200 email blasts and ad hoc eNewsletters per week.
- Delegated various tasks from Digital Communications and Custom Programs departments to the Web Production team.

Web Production Specialist (Front-End Developer)

February 2014-January 2016

- Created, formatted, and scheduled 20-30 email blasts and ad hoc eNewsletters on a weekly basis.
- Managed approximately 40 different websites within TYPO3 CMS using XML compliant HTML5 and CSS.
- Performed QC maintenance across company brand websites.
- Set up advertising campaigns and tracking ad statistics in MagnetMail and Google Doubleclick.
- Troubleshot front-end issues; provided basic instruction of Web and CMS functionality for medical journalists and editors.

American Society for Pharmacology & Experimental Therapeutics (ASPET) (NPO)

Bethesda, MD

Web and Social Media Manager

March 2012-January 2014

- Crafted original content for and maintained ASPET websites and social media outlets.
- Editor and designer of and contributor to ASPET bimonthly emails and quarterly news magazine, *The Pharmacologist*.
- Authored feature articles about social media for scholarly audience on main ASPET website.
- Led IT initiatives: communicated with staff, IT liaisons to ensure ongoing functionality of databases and intranet.

The BOSS Group, Bethesda, MD (*interactive, creative, and marketing staffing firm*)

Mar.-July 2011, Oct.-Dec. 2011

American Gastroenterological Association/AGA Institute (nonprofit)

Bethesda, MD

Marketing Manager/Copywriter (Temporary)

October 2011-December 2011

- Composed and edited articles and promotional copy for AGA eDigest weekly eNewsletter and other email blasts.
- Planned and created AGA social media messaging.
- Operated multiple content management systems to post Web copy for AGA-related programs and events.

American Kidney Fund (AKF) (nonprofit organization)

Rockville, MD

Public Relations Specialist/Web Copywriter (Temporary)

March 2011-July 2011

- Authored eNewsletters and other marketing items for Web publication and email distribution; updated website daily.
- Performed detailed research on chronic kidney disease statistics for AKF executives and for use in outreach materials.
- Prepared cost analyses of potential promotional products in preparation to stock AKF online store.

PNP Staffing Group, Washington, DC (*staffing firm for nonprofits*)

November 2010-March 2011

National Breast Cancer Coalition/NBCC Fund (lobbyist/nonprofit organization)

Washington, DC

Communications Coordinator/Writer (Temporary)

November 2010-March 2011

- Wrote, edited, and distributed NBCC email blasts, press releases, and other promotional and reporting materials.
- Managed email lists; reached out to NBCC members by providing timely programming info and responding to inquiries.
- Identified breast cancer research trends through media tracking and outreach/marketing initiatives.

PROFESSIONAL EXPERIENCE (continued):

JSSA, Jewish Social Service Agency (nonprofit, nonsectarian agency)
Communications/Public Relations Assistant

Rockville, MD
December 2007-July 2010

- Led planning and implementation of organization's new website; added new content daily.
- Composed, disseminated, and tracked press releases; secured press coverage with local media.
- Coordinated mass emails and mailings through Access and Outlook databases; prepared informational kits for clients.
- Addressed inquiries from media, event attendees, and organization staff; provided detailed customer service to them.
- Researched target organizations for JSSA's Web outreach plan and developed relationships with these organizations.

Moment Magazine (independent, nonprofit magazine)
Publishers' Assistant/Marketing Projects Coordinator

Washington, DC
May 2006-November 2007

- Directed promotional projects and subscription programs, co-produced children's CD, and aided direct mail efforts.
- Organized layout changes; wrote and proofed advertising and editorial copy for production process.
- Tracked and proofread advertising materials prior to magazine production stage; maintained advertising database.
- Administered subscription programs and other marketing deals with nonprofit organizations.
- Supervised office assistant and intern projects.

Advice Unlimited, L.L.C.
Public Relations Administrative Assistant/Traffic Manager

Olney, MD
January 2006-May 2006

- Pitched story ideas to media for publicizing local USO chapter events; media point of contact for USO events.
- Wrote/edited press releases and recorded PR activities for federal IT/security clients.

Freelance Writer
Writer/Editor

New York, NY/New Haven, CT
September 2005-March 2006

- Authored feature pieces for USAHockey.com website on U.S. Women's Nat'l. Team and Central Park Ice Hockey.
- Created and edited college profiles (both athletic and general interest) for former social networking site BuzzNex.com.

Coco Press, L.L.C.
Marketing/Publicity Assistant and Editorial/Publishing Consultant

Cleveland, OH
February 2005-June 2005

- Engineered initial PR/publicity campaign: assembled and distributed media kits to booksellers and high-end retailers.
- Copy edited promotional materials; served as short story editor for publisher's manuscripts.

National Hockey League Interactive CyberEnterprises, L.L.C. (NHL.com)
Marketing/Advertising Intern (Online and Catalog Merchandising Program)

New York, NY
May 2004-August 2004

- Copywriter/proofreader of product descriptions for items featured in Fall and Holiday 2004 NHL Catalogs.
- Assisted with creative development on NHL.com Network and for 2004-05 Catalog Program.
- Managed online approval process for NHL Auctions Program.
- Conducted daily QC maintenance throughout NHL.com Network, making sure Web links worked properly.

Trenton Titans Hockey Club, L.L.C. (ECHL)
PR/Media Relations Intern

Trenton, NJ
September 2003-April 2004

- Composed post-game stories for Titans' official website; contributed to all other team press releases.
- Interviewed players and authored monthly column for Titans' official website.
- Compiled player and team statistics for broadcast and publication use.
- Communicated game-time information to on- and off-site media.
- Facilitated production and broadcast of *Along the Boards*, Titans' hour-long weekly radio show.

EDUCATION:

New York University: Summer Publishing Institute
School of Continuing & Professional Studies: Certificate in Multimedia Publishing

New York, NY
Summer 2005

University of Michigan
Bachelor of Arts in Communication Studies *GPA: 3.3/4.0*

Ann Arbor, MI
Fall 1999-Winter 2003

- U-M Women's Club Ice Hockey – P.A. Announcer/Official Scorer: Jan. 2001-Apr. 2003; Nat'l. Anthem Singer: 2002-03.

SKILLS:

Computing- Expert in Microsoft Windows, Word, Excel, Outlook; Mac OS X; Adobe Dreamweaver; HTML, CSS; Web content management tools (Convio, Ektron, SusQtech, BrowserMedia, TYPO3, Drupal, SiteCore); Constant Contact; Magnet Mail (Real Magnet); Silverpop (IBM Watson Campaign Automation); Google Doubleclick, Google Analytics; Adobe InDesign. Intermediate in Adobe Photoshop; Microsoft Publisher, PowerPoint, Access; Social Media (Facebook, LinkedIn, Twitter, HootSuite).

Proficient in Responsive Design, Javascript, WAI-ARIA, Section 508 compliance, Search Engine Optimization, Microsoft SharePoint, JIRA, Salesforce, Raiser's Edge, Euclid ClearVantage association management software, Wikipedia editing.

Languages- Proficient in French, Hebrew, American Sign Language.

INTERESTS:

Web coding; baseball, hockey; writing, sportswriting, reading (novels, sports research, and autobiographical experiences); music: singing, listening to rock/alternative, oldies, and country; theatre and the arts.