

JUSTIN MOLDOVANYI

New York, NY



CONTACT

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Seeking position in FanDuel Sportbook Marketing

Capable and interested in the areas of:

- SPORTS MARKETING
- DIGITAL MARKETING
- DATA VISUALIZATION
- EMAIL MARKETING
- SOCIAL MEDIA
- BIG DATA
- MARKETING RESEARCH
- PROJECT MANAGEMENT
- NEW PRODUCTS/SERVICES INTRODUCTIONS
- NFT/CRYPTO

SKILLS

- EMAIL MARKETING & HTML EMAIL CODING
- SOCIAL MEDIA CONTENT DEVELOPMENT & ANALYTICS
- GOOGLE ANALYTICS
- GOOGLE ADS
- SEO, KEYWORD RESEARCH
- CONTENT MARKETING & WEBSITE DEVELOPMENT
- DATABASE MANAGEMENT
- MARKETING RESEARCH
- GOOGLE DATA STUDIO
- SQL, SPSS

EXPERIENCE

CUSTOMER OPERATIONS AGENT

FANDUEL | JERSEY CITY, NJ | AUG 2020 - PRESENT

- Researching and identifying key **pain points** of users and relaying that information to management and other departments
- Enhancing customer experience and limiting **propensity to contact** by delivering exceptional support through **chat, email, and phone** to rapidly resolve issues and educate users on FanDuel Sportsbook and Casino
- Developing technical abilities of internal tools and products, while understanding the **customer journey** to quickly assist users
- Assisting **QE** with new state launches and product testers
- Building out and owning the **callback process**
- **Training new agents** to excel at comfortably taking user contacts

DIGITAL MARKETING SPECIALIST

MARKITECTS, INC. | WAYNE, PA | JUL 2019 - NOV 2019

- Tracked campaign and monthly metrics through **Google Analytics** and **ESPs**, creating monthly **client deliverables**
- Executed **email marketing** campaigns from design to post-send analytics within **Constant Contact** and **HubSpot**
- Created an **engagement index** to show a client over **1 million engagements** occurred through their **website, emails, and social media** over the past year due to marketing efforts

MARKETING ASSOCIATE

TASK & PURPOSE | NEW YORK, NY | DEC 2018 - MAR 2019

- Managed daily and weekly **email newsletters**, while using **HTML** in **MailChimp**, with daily **subscribers over 34,000** resulting in a **33.2% open rate** and a **7.2% click rate**
- Grew Hirepurpose **Facebook** audience organically by **6,100 users**

MARKETING INTERN

POSTURE INTERACTIVE | SCRANTON, PA | SPRING 2018

- Implemented **SEO** and digital marketing campaigns for **CPG, health and wellness** and **healthcare clients**
- Researched and identified **best practices for digital content, search engine optimization** and **reputation intelligence**. Findings used to complement company's product service offerings
- Crafted **email templates** for digital marketing campaign for health and fitness D2C subscription client with a **32% open rate**

EDUCATION

University of Scranton – Kania School of Management, Scranton, PA

BS Marketing, May, 2018

- **GPA in Major:** 3.72
- **Relevant Coursework:** Big Data, Marketing Strategy, Consumer Behavior, Marketing Research