

**Ilana
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Project Manager | Dachis Group | New York, NY | 2012 - present

Dachis Group provides social business solutions - brand marketing, measurement and social enterprise tools - to leading companies. My role is to manage a wide range of project types, working closely with internal and client teams alike.

- Responsible for producing project estimates, costs and schedules, and for managing to these parameters
- Manage the workflow of client deliverables, feedback and revisions
- Contribute to the ongoing establishment and refinement of internal processes
- Perform other project roles as needed, in particular assisting with copywriting and creative ideation

Interactive Services Project Manager | The Advertising Council | New York, NY | 2007 - 2012

The Ad Council is the nation's leading producer of public service ad (PSA) campaigns. I helped drive campaigns' online and social strategies, in addition to managing and developing content for the Ad Council's own web properties and social media profiles.

- Managed development of over 30 unique interactive projects, spanning website, mobile, sweepstakes and online game development. Among these, several received professional honors: thatnotcool.com (2010 Webby Honoree), boostup.org (2011 Webvisionary Award), loseyourexcuse.gov (2010 Webby Honoree)
- Copywriter, editor and content manager of adcouncil.org, including coordination of streaming media assets
- Managed myriad campaign sites, requiring familiarity with a range of content management systems, ability to make manual code edits, and moderation of user submitted content
- Core contributor to adlibbing.org, the Ad Council blog for social marketers
- Ad Council Facebook likes and Twitter followers increased an average of 22% and 16%, respectively, per quarter

Project Coordinator | CDMiConnect | New York, NY | 2005 - 2006

CDMiConnect is an interactive agency with an exclusive focus on the healthcare industry. I was a key point of contact amongst all departments, playing a critical role in keeping projects on time and within budget.

- Projects included full website development, banner ad production, SEO/SEM, and HTML email development
- Responsible for trafficking of daily deliverables
- Assisted with timeline and budget preparation and management
- Collected and provided evaluation of quarterly website metrics

Marketing/Communications Outreach Coordinator | Combined Jewish Philanthropies | Boston, MA | 2004 - 2005

Combined Jewish Philanthropies is a non-profit umbrella fundraising organization. I provided assistance to both the Vice President of Marketing Services and Director of Mass Campaigns.

- Edited and maintained website content via a CMS
- Managed online community calendar and general email inquiries
- Administrative duties included database management, donor outreach, meeting and event planning, and direct donor interface

Paralegal | Nathanson & Goldberg, P.C. | Boston, MA | 2002 - 2004

As part of a paralegal team, I worked closely with all staff attorneys, and was personally responsible for more than 100 active cases.

B.A. Journalism & Mass Communication | University of North Carolina | December, 2000

- Dean's List
- ACC Honor Roll
- Varsity Swim Team

Project Management | Content Management Systems | User Experience | Web Analytics |
Photoshop | HTML + CSS | Copywriting | Video Production | Adept in Mac and PC Environments