

ETHAN ORINGEL

New York, NY

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10+ Years of Digital Leadership

- Data-driven strategies, products, and campaigns that move markets and delight consumers
- Entrepreneurial self-starter with deep digital marketing and product management experience
- Collaborative team player, creative with sense of humor, agile/scrum/inbound marketing certified

Strengths: Product Management · Digital Marketing & Strategy · Inbound Marketing · Google Analytics · Google Tag Manager · Agile/Scrum · UX Design · A/B Testing · Adwords (SEM) · Email Marketing · Content Development · Social Media · SEO & Schema · Video Content & Editing

Software & Technical Skills: Microsoft Office Suite · Adobe Creative Suite · Responsive Web Design · HTML5 · CSS3 · Javascript & JQuery · WordPress · Tableau · JIRA · Slack

Education & Certifications

Agile Certified Product Manager Product Owner – AIPMM

Certified Scrum Master – Scrum Alliance

Google Analytics

Google Adwords Search

Inbound Marketing Certified – Hubspot

Cornell University – Bachelor of Science, Communications

Professional Experience

Director of Digital Marketing, 2013 – Present

Digital Marketing Manager, 2009 – 2013

Bernstein Medical, New York, NY

Responsible for all digital strategies, products, and campaigns for a renowned medical specialist.

- Create omnichannel marketing strategies that have increased lead generation by 85%
- Led critical business process improvement to improve lead conversion and customer retention
- Manage junior staff and external partners in implementing brand marketing strategies
- Product owner for multiple web properties; managed web UX refresh that led to 7% boost in overall conversion and 28% increase in mobile conversion rate; development of responsive website theme in 2013 increased mobile conversion by 250% in 8 months
- Adwords campaign YOY conversion increased 82%, cost per conversion down 35%, CTR up 88%
- SEO strategy has yielded top 10 rankings for 80% of tracked keywords
- Implemented Google Tag Manager to track dynamic behavior and event data across website
- Developed email marketing strategy and responsive email templates that outperform industry benchmarks; A/B testing and optimization increased email conversion by 25%
- Built brand equity across social channels; doubled Facebook likes and YouTube engagement; recognized as Twitter Top 100 influencer; implemented Facebook Live video campaign
- Create, edit, produce written and video content for web, email, social, video, PR channels

Communications Consultant

New York, NY
2007 – Present

Provide communications, brand, and development/fundraising consulting for non-profit clients.

- Email strategy and HTML template consulting for national non-profit (Food Tank)
- Communications and fundraising strategy for science education organization (CityScience)
- Created cross-functional strategies incorporating brand awareness, social media, and email campaigns
- Website development including WordPress themes (Solar One, Community Environmental Center)

Founder/Publisher

Green Brooklyn, New York, NY
2007 – 2010

Founded blog that increased awareness of urban sustainability issues.

- Selected as example of “positive social innovation” by Parsons The New School for Design
- Interviewed for articles published in MetroNY, NY Post, Care2
- Developed partnerships with city agencies, non-profits, small businesses, and local activists
- Developed brand and cultivated advertising partnerships with local green businesses
- Articles referenced or syndicated by Reuters, NY Times City Room, MetroNY, Gawker, Curbed

Communications & Development Coordinator

Brooklyn Center for the Urban Environment, New York, NY
2006

Provided cross-functional support on communications, partnerships, and programmatic offerings at New York City environmental education non-profit

- Liaised with staff and external partners to develop 2006 Green Brooklyn Conference; increased attendance by 500% over previous year, increase in public awareness on issues and programs
- Invited keynote speaker, cultivated corporate partnerships, won \$5,000 in-kind donation, designed discussion panels, developed merchandising ideas, developed brand, assisted day-of operations
- Collaborated with leadership and program staff to create letters of inquiry, partnership opportunities, website content, email newsletter, public relations, and print publications and materials
- Won \$100,000 grant from NYC Department of Cultural Affairs to fund brand awareness

Other Experience

Website Coordinator: DavidBowie.com, New York, NY

Sales Administrator: CMJ Network, New York, NY

Editorial Producer: MLB Advanced Media, New York, NY

Professional Development (2005 – Present)

Data Visibility & Intro to Tableau: General Assembly, New York

Communications Strategy Advisor: Sustainable Westchester, Northern Westchester Energy Action Consortium, Somers Energy Advisory Panel, Broward Democratic Party

Conferences & Workshops: Search Engine Strategies; Grant Writing, Foundation Center; Grant Writing, Literacy Assistance Center; Branding for Websites Workshop

Fundraising/Development Volunteer: New York City Audubon, Municipal Art Society

Speaker: “Green Town Hall”, Brooklyn, NY; Green Careers Panel, Harlem Educational Activities Fund

Interests & Advocacy

Interests: Live Music & the Arts, Photography, Gastronomy, Politics, Archeology, Astronomy, Sports

Advocacy: Sustainability, Wildlife Conservation, Social & Environmental Justice, Environmental Education