

Neal Mohr

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WORK EXPERIENCE

Ohio University

Athens, OH

Email Marketing Specialist

June 2020 – Present

- Developed and implemented email communication plans that support OHIO's university-wide marketing goals to audiences including, but not limited to, students, alumni, donors, prospective students, and other University stakeholders
- Developed a standard training procedure for Emma (email marketing platform) and provided training to over 40 Ohio University colleges, divisions, and departments, enabling these colleagues to autonomously send OHIO branded emails to targeted audiences
- Worked with designers and colleagues to design and implement a standard OHIO-branded email template for all University colleges and departments to use and customize for their marketing email

Assistant Director, Digital Communication

Sept. 2017 – June 2020

- Responsible for managing, updating, and designing custom elements for ohio.edu webpages in Commonsport, Drupal, and WordPress
- Served as the web developer for ohiotoday.org, designing, editing, and troubleshooting web content on Ohio Today websites. Combined, the Ohio Today sites average over 100,000 pageviews per year.
- Managed social media campaigns for @OHIOAlumni on Facebook, Twitter, and Instagram
- Responsible for designing, building, and editing emails to an audience of 200,000+ alumni
- Supervised the Digital Communications Assistant and Social Media Assistant student positions at Advancement Communications and Marketing

Restaurant Salaam

Athens, OH

FOH Manager (prev. Kitchen Manager)

Aug. 2010 – Feb. 2015

March 2016 – Sept. 2017

- Responsibilities included providing excellent service to customers, managing employee schedules, ordering inventory & day to day upkeep all in a busy environment

EDUCATION

Ohio University

Athens, OH

B.S.C., Audio Production

Dec. 2014

- GPA: 3.34

SKILLS & INTERESTS

Skills: HTML, CSS, Javascript, jQuery, Adobe Photoshop, content management (WordPress, Drupal), email marketing (Luminate Online, Emma, MailChimp), Google Analytics, social media management (Hootsuite), CRM management (Raiser's Edge NXT), project management (Teamwork, Airtable, Basecamp, Trello), MS Office Suite

Interests: Learning new technologies, collecting and listening to vinyl records, making projects using public APIs, tinkering with electronics, hiking, Reddit, being outdoors, spending time with my family, playing guitar, retro videogames