

# JONATHAN ELOVIC

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## EDUCATION

<b>Bachelor of Arts in International Affairs</b>	(2010-2014)
<b>Certificate in Advertising, Journalism, and Mass Communications</b>	(05/2014)
UNIVERSITY OF COLORADO, Boulder, Colorado	
<b>Certificate in Business Fundamentals</b>	(06/2014)
THE FULLBRIDGE PROGRAM, New York City, New York	
<b>Semester at Sea</b>	(01-05/2013)
UNIVERSITY OF VIRGINIA	
<b>Certificate in Social Media Strategy</b>	(04-06/2015)
MIAMI AD SCHOOL	

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## WORK EXPERIENCE

### STRATEGIST, MEDIA ANALYST & COMMUNITY MANAGER

*Iced Media, New York City, New York* (10/2015-Present)

- Formulate audience insights using social platforms and third party analytics tools
- Using audience insights develop campaign and evergreen consumer targets
- Launch, monitor and report on clients' campaigns
- Manage social media planning and buying
- Analyze and report on clients' social platforms (monthly/quarterly) and ad hoc requests basis
- Develop, prepare and present campaign analysis and recommendations
- Create strategies to broaden share of voice and audience capture
- Monitored and responded to fans on each social network daily

### COMMUNITY MANAGER/JUNIOR PLANNER

*Soapbox Strategists, New York City, New York* (08-10/2015)

- Daily management of client social channels and communities: content planning, scheduling, and publishing
- Weekly/Monthly channel & KPI reporting
- Monitor and respond to all client service issues on social channels
- Initiated partnerships for clients blog regarding charitable initiatives

### SOCIAL MEDIA STRATEGY BOOTCAMP

*Miami Ad School, Miami, Florida* (04-06/2015)

- Social Media Strategy bootcamp taught by industry professionals from 360i, R/GA, Social@Ogilvy & Cheil
- Conducted social listening audits on brands' communities to develop community insights
- Planned content calendar for different social platforms based on community, functionality, and goals
- Responsible for briefing creative teams insights, strategy, community findings, social behavior, and campaign goals
- Created and executed social campaigns for Budweiser, Hint Water, U-Glove, and O-I Glass
- **Award:** Top Dog - Voted top student in the class by peers and teachers

### FREELANCE ACCOUNT COORDINATOR/COMMUNITY MANAGER

*Bubbi Bottle, Miami, Florida* (01-04/2015)

- Created investor decks for buyers and sellers categorizing cost of products and shipping
- Developed content calendar for email marketing campaigns targeting 500+ buyers and sellers
- Researched consumers purchasing behavior to recreate consumer U/X at stores, online, and social

### BRAND PLANNING INTERN

*The Richards Group, Dallas, Texas* (10-12/2014)

- Provided strategic planning support for: Chick-Fil-A and Orkin
- Gathered data from MRI, Mintel, Iconoculture, and Simmons to discover target audience insights
- Completed competitive brand positioning audits, market analysis, and consumer segmentation audits
- Assisted in Brand Development workshops for new clients
- Developed consumer behavior POV's for planning team to create new campaign strategy

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## PROJECT MANAGER/CONSULTING INTERN

*The Fullbridge Program - XBA Business Education Program, New York City, New York*

(06/2014)

- Completed micro-consulting project for Patagonia on a new product market entry strategy
- Responsible for communicating to upper management current status of project and relaying outlook to specific teams
- Developed market entry product from primary and secondary target customer market research
- Organized objectives, stakeholders, priorities of project, and timetable for team

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Fluent: English, Spanish, Social Platforms Analytics, UnionMetrics, CrimsonHexagon, Intel, Iconoculture, and Simmons

Miscellaneous: Traveled to over 45 countries across 5 continents