

# IAN FINEBERG

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## EDUCATION

### UNIVERSITY AT BUFFALO, THE STATE UNIVERSITY OF NEW YORK

- **Master of Business Administration** - Marketing concentration, May 2013
- **Bachelor of Arts** - double major in Communication and Psychology, English minor, February 2011

## EXPERIENCE

### UNIVERSITY AT BUFFALO – COLLEGE OF ARTS AND SCIENCES, Buffalo, NY

#### **CRM Administrator**, January 2023 – Present

- Optimize Slate for the College of Arts and Sciences. This includes ensuring data is accurate and timely to meet set deadlines.
- Create and manage permission groups for faculty and staff that is consistent with established workflows.
- Monitor and track applications by program and reconcile annual revenue share across 30 academic departments
- Administer central tuition residency process and configure fellowship nomination review process through Slate reader.
- Supervise central graduate application processing team members. Create and provide Slate queries to be used by central processing team members and build admissions activity reports for DGS status updates.
- Report return on investment of digital marketing collaboration efforts by tracking conversions throughout the admissions funnel
- Configure and maintain an accepted student portal in Slate that interfaces with international student I-20 access and complements CAS yield enhancement efforts
- Execute and track data-driven branded and automated message campaigns for prospective students and applicants in consultation with Director of Graduate Enrollment

### UNIVERSITY AT BUFFALO – JACOBS SCHOOL OF MEDICINE AND BIOMEDICAL SCIENCES, Buffalo, NY

#### **Staff Assistant**, September 2021 – January 2023

- Update and manage financial dashboards for 26 health science departments
- Work with departments to ensure all Campus and school policies and procedures are followed
- Oversee and implement all aspects of personnel management, including faculty, staff and student hiring, reappointment, performance management, promotion/tenure and appointment processing
- Manage personnel letters, template letters, and other letters that pertain to Human Resources

### KEMPER SYSTEM AMERICA, West Seneca, NY

#### **CRM Administrator**, September 2017 – August 2021

- Create and distribute KPI reports based on sales goals for management review
- Customize the CRM system for improved functionality and enhanced reporting
- Create and maintain user accounts and manage permissions
- Conduct departmental annual audits to verify they are following documented procedures

### BUSINESS CONSULTANT, Buffalo, NY

#### **Consultant**, March 2016 – September 2017

- Establish a business's online presence – website, social media, online advertisements
- Create content for website, social media and online advertisements
- Develop marketing plan for business with client approval

### UNIVERSITY PEDIATRIC DENTISTRY, Williamsville, NY

#### **Marketing and Outreach Coordinator**, April 2015 – March 2016

- Oversee appropriate use and maintenance of internal marketing databases
- Generate interesting and educational content for social media
- Coordinate, facilitate and assist with over 300 outreach and education events in the community

FLAME CONTROL COATINGS, Niagara Falls, NY

**Marketing Specialist**, June 2014 – December 2014

- Build out a tracking system to identify markets and customers by capturing and utilizing customer service data
- Website and social media updates and content creation
- Conduct market research on competitors to improve new product

REFULGENT SOFTWARE LLC, Buffalo, NY

**Marketing Specialist**, June 2013 – February 2014

- Monitor and analyze traffic to, and the conversion rates of, various site pages and blogs
- Generate content for blog, social media, advertisements, forum discussions and affiliate sites
- Website content creation and design, in collaboration with graphic designer

**SOFTWARE SKILLS**

Microsoft Dynamics CRM, Microsoft Office (Access, Word, Excel, PowerPoint, Outlook), GIMP, familiar with XML, SQL, Photoshop, HTML, Citrix, SharePoint

**TRAINING**

- Fundamentals of Successful Project Management Course, December 2014
- Project Management Certificate Program, February 2016 – March 2016