



# Mr. Philip Mandelbaum

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## PROFILE

An award-winning digital-era renaissance man and co-creator of the Content Marketing division of The Associated Press, Philip Mandelbaum has 15-plus years of experience in performance-driven 360-degree and multi-channel B2C and B2B digital marketing, with a focus on content strategy and creation, SEO copywriting and editing, advertising, corporate communications, and web design. As evidenced by his varied background — from financial services and real estate to arts and entertainment, and from food and fashion to education and health care — Phil's skills translate to any industry or client.

Phil has worked as a consultant; on staff for marketing and advertising agencies; and in leadership positions at top-tier companies such as Morgan Stanley, Barclays Capital, Ernst & Young, School of Motion, Westchester Medical Center, and Bard College.

He is currently seeking a full-time remote employment opportunity in content marketing and/or copywriting.

For more information, visit [philmandelbaum.com](http://philmandelbaum.com) or [linkedin.com/in/philipmandelbaum](https://www.linkedin.com/in/philipmandelbaum)

## EXPERIENCE

Digital Marketing: 16 Years  
Content Strategy + Creation: 16 Years  
SEO: 16 years  
Writing + Editing: 18 Years  
Project Management: 13 Years  
Social Media: 11 Years  
Branding: 7 Years  
Digital Advertising: 7 Years  
UX + Web Design: 14 Years  
Public Relations: 15 Years  
Print Marketing: 15 Years  
Print Advertising: 15 Years  
Corporate Communications: 14 Years

## ACHIEVEMENTS

- Co-created the content marketing division of The Associated Press
- Instrumental in the launch of the EPPY Award-winning AP News mobile app (2016) (4.5 \*s; 102,000+ Ratings)
- Secured coveted placements for clients in such leading media sources as Complex, Bloomberg, MSNBC, International Business Times, Advertising Age, The Drum, PR Week, Poynter, Abduzeedo, Stash Magazine, and Village Voice
- Led a content, email and social media marketing team responsible for increasing student enrollment at the leading online motion design school by more than 15% in six months (School of Motion)
- Increased the digital marketing communications effectiveness of the world's top independent news-gathering organization by 300% in less than one year (AP)
- Increased the number of sales leads at a multi-million-dollar real estate investment firm by 500% in less than one year (Pioneer Homes)
- Part of a small team responsible for increasing membership and contributions by 500%, event attendance by 800% and general attendance by 70% in one year at a nonprofit arts organization (Opus 40)
- Co-led the marketing communications efforts on behalf of multiple mergers/joint ventures for an industry-leading global financial services firm (Morgan Stanley)
- Instrumental in the development and marketing of the first-ever iPad app for a

## ACHIEVEMENTS

## AWARDS

multi-trillion-dollar UK-based financial services firm (Barclays Capital)

**Gold Award, Best Real Estate Website**  
Academy of Interactive and Visual Arts

**EPPY Award, AP News**  
Editor & Publisher

**Excellence in News Writing**  
New England Press Association

**Honorary Photo Exhibition**  
Reebok Human Rights Awards

**Community Fellowship Grant**  
Vassar College

## CAREER CHRONOLOGY

**Lead Content Analyst**  
IQPC / CMP

📅 12.2021 – present 📍 REMOTE

Thought Leader, Digital Marketing & Customer Experience, CEI

[customerengagementinsider.com](https://customerengagementinsider.com)

**Marketing Director**  
Opus 40

📅 06.2019 – present 📍 REMOTE

- Strategize, implement and optimize all branding, marketing, advertising, social media, communications, public relations and web design

- Assist with nonprofit fundraising

- Part of a small team responsible for increasing membership and contributions by 500%, event attendance by 800% and park attendance by 70% in one year

### TESTIMONIAL

"Philip Mandelbaum is the consummate marketing and outreach professional. He researches all our programs in order to find the best way to invite different communities to be part of the fun. He knows that telling clear and compelling stories is the basis of successful marketing work, and he tells our stories beautifully... perfectly pitched with his own enthusiasm and knowledge of the Hudson Valley. I rely on him to spread the word about everything we do. And he always exceeds my expectations. He does the very thing that one most hopes for from key staff — he takes what you give him and makes it into something bigger, better and more interesting. I could not ask for more." — Caroline Crumpacker, Executive Director, Opus 40

**Owner/Operator**  
Mandelbaum Marketing

📅 06.2003 – present 📍 REMOTE

Philip Mandelbaum has more than 15 years of experience in digital marketing; content strategy, creation and management; paid and organic social media; digital advertising; communications; public relations; and more — for clients large and small, across industries and geographies. What separates Phil from the competition? He's A ONE-MAN AGENCY, equally adept at providing all services associated with promoting a new, established or start-up company, brand or personality.

### TESTIMONIALS

"Philip changed my professional life, overnight! In 48 hours he created a brand-new, beautiful and dynamic website for my company. He handled everything, from the design and imagery to the web copy to the SEO and integration with social media. He has also continued to work with me, providing marketing, advertising and social media strategy that is having IMMEDIATE impact. Before I started working with Philip, I barely had a social media presence — and within a week I was receiving more inquiries than I could handle." – Dr. Susan Paynter, Client

"Philip is an incredibly skilled and talented Multi-Media Web Designer of the highest order. He revamped my corporate website under the deadline and well above expectations. It is now SEO optimized and lightning fast. I could not be more pleased with his work and the ease of working with him." – Jonathan Woods, Client

### **Content Strategist / Copywriter Dragon360**

📅 03.2020 – 12.2021 💡 REMOTE

Provided content strategy, SEO optimization, copywriting and copyediting services to clients including Moët Hennessy, Archer Roose, Onshape, Tungsten Network, Glenwood Management, Simon Data, Camoin Associates, Haven Life, MBL Benefits Consulting, and Fazzino.

### **Marketing and Social Media Consultant LTL MTN**

📅 05.2019 – 03.2020 💡 REMOTE

Provided strategy, implementation and optimization services for dozens of clients across industries, with a focus on branding, engagement/growth, lead generation and increased sales, utilizing a variety of techniques including digital marketing, digital advertising, digital content creation, public relations, social media and web design.

#### **SELECT CLIENTS**

PAve (Parents Against Vaping e-cigarettes): email marketing, text/SMS marketing, search advertising, social media marketing and advertising

Solar Generation: email marketing, search advertising, social media marketing and advertising

Woodstock Vitamins: email marketing

John Houshman Design: web design

Brownstone Tutors: content marketing strategy

#### **TESTIMONIAL**

"Phil is an experienced digital marketer with a great ability to communicate with targeted audiences. He's a strong writer and astute reader of trends. He has a keen sense of the client's needs and is able to serve them well via well-constructed campaigns. He's particularly adept at social media and direct email marketing, and has a firm grasp of PPC as well." – Steve Koester, Agency Owner

### **Managing Content Editor School of Motion**

📅 08.2019 – 02.2020 💡 REMOTE

- Led an entirely remote team of two full-time creatives (a marketing writer and video editor) and dozens of freelance contributors

- Responsible for strategizing, scheduling, assigning, project managing, editing, publishing, promoting, analyzing and optimizing all content; managing all social media accounts; and creating and optimizing all email marketing campaigns

- Directly contributed to 15% sales growth in the last three months alone, with a

record four courses selling out in the session starting January 2020

- Increased social media engagement, follower counts and lead generation
- Grew email open and click-through rates — among more than 50,000 subscribers — to approximately 25% and 5%, respectively

#### TESTIMONIALS

"Phil Mandelbaum is an incredibly effective and competent marketer, editor, and content creator. Through his insights and strategies School of Motion saw immediate performance improvements in key marketing initiatives including email, content marketing, and social media. His work directly lead to an immediate increase in sales and engagement with the community. I was routinely encouraged by his communication and ownership of projects. His initiative is unrivaled. From day one he immediately began helping us improve our content, processes, and communication, and our organization was forever impacted by his work." – Caleb Ward, Head of Marketing, Manager

"Working with Phil as a manager was amazing. He really thought about the questions I asked and valued input on the projects we were working on. I never felt strong-armed into doing my job, I felt well-led and was continually encouraged by his work-ethic; he goes all in, no question. Not only that but when it came time to continue my education Phil showed up with his top-tier knowledge and a multitude of amazing resources to help me grow in my career." – Ryan Plummer, Content Marketing Writer, Direct Report

"Phil is an awesome communicator and incredibly helpful in managing teams. He's quick to respond, and has great oversight on seeing a project to completion. Phil makes working on projects easy and enjoyable." – Matt Nelson, Contributing Content Creator

### Director of Marketing and Public Relations Echo Sixty6

📅 03.2018 – 08.2019 📍 REMOTE

Provided strategy, implementation and optimization services for real estate, lifestyle, hospitality and other clients, focused on branding, engagement/growth, lead generation and increased sales, utilizing a variety of techniques including marketing, advertising, communications, content creation, public relations, social media and web/graphic design.

#### SELECT CLIENTS

Halter Associates Realty: brand identity, with taglines; communications, marketing, social media strategies; editorial calendar and custom content development; website visual refresh (existing website overlay), with copywriting, coding, photo procurement; social media marketing and advertising; social media management; graphic design; agency/agent sales and marketing materials

Catskill Animal Sanctuary: brand identity, with taglines and logo design; website development, with copywriting, design, illustration, photo procurement, coding, SEO, third-party integrations

EVOLUTION Digital Fashion Trade Show: business strategy; website strategy, design, copywriting, implementation, with custom eCommerce capabilities and integrations; social media strategy and activation

11 Jane Street (art:incubated): brand identity, with taglines and logo design; website development, with copywriting, design, illustration, photo procurement, coding, SEO, third-party integrations

#### TESTIMONIAL

"Philip Mandelbaum's leadership, team-oriented approach, and relentless work ethic are treasured qualities Echo Sixty6 sought and found in Phil. He always goes the extra mile, even bringing new business to the Agency; and, clients love working with him. We've collaborated on a variety of projects, including website strategy and copywriting, brand strategies, and email marketing campaigns, and with Phil's help we've instituted game-changing social media and brand-centric custom content, as well as secured high-visibility media placements for our clients." – Terry Dagrosa, Founder & Owner, Echo Sixty6

## Director of Marketing and Communications Pioneer Homes

📅 11.2016 – 03.2018 📍 REMOTE

- Increased sales leads by 500% in less than one year
- Increased social media following and engagement by 300% in less than one year
- Responsible for the design of the company website and all videos and graphics
- Designed, implemented, analyzed and optimized the company's lead generation ads, landing pages and email marketing (drip and long-term nurture) campaigns and sales funnels
- Leveraged PR expertise to land placements for the company CEO (including Bloomberg and MSN Money, as well as numerous popular real estate investing podcasts)

### TESTIMONIAL

"In his time as Director of Marketing and Communications for Pioneer Homes, Philip Mandelbaum was responsible for all marketing, advertising, social media, content creation, communications, public relations, web design and management, and graphic design. In less than a year, Phil completely transformed our business, increasing our social media presence by 300% and our sales leads by 500%. We had our best year ever, with our sales increasing significantly as a direct result of Phil's tireless efforts. With Phil's co-leadership, in a remarkably short time we went from a growing upstart in the Detroit real estate investing market to an internationally recognized and publicized organization with a massive following and skyrocketing profits. And, perhaps most incredibly, Phil knew nothing about real estate when he started. He promised he'd become an expert, and he did... I would recommend Phil for any similar role – in just about any industry, as he's proven time and time again that his expertise always translates." – Wes Robertson, Director of Operations

## Digital Services Specialist The Associated Press (AP)

📅 08.2015 – 11.2016 📍 NEW YORK, NY

- Instrumental in the launch of AP Content Services, AP Native Advertising, AP News, and the new AP.org website
- Increased the marketing communications effectiveness of the Digital Services department by 300% in less than one year
- Co-managed the marketing and public relations efforts for a variety of digital products and services, including AP News (AP's new Emmy-award-winning mobile app and website), AP's Digital News Experiences (AP's ready-to-publish web content packages), AP Interactives, AP Content Services (AP's new content marketing division), and AP's advertising
- Created B-to-C, B-to-B and internal/HR marketing and communications materials, such as websites, brochures, fact cards, presentations, FAQs, press releases, social media posts, internal process guidelines, etc.

### TESTIMONIALS

"I had the pleasure of working with Phil on marketing projects for AP's Digital Services and Content Services offerings. I was continually impressed by his talent in writing and editing, as well as his attention to detail and commitment to putting all of his energy into crafting the absolute best possible product. In my experience with Phil, he always demonstrated a true commitment to the success of the team, often jumping in to help with projects outside of his usual role. He's a talented, bright and thoughtful coworker." – Alexandra Flanagan, Senior Manager, Ad Solutions

"I had the pleasure of working with Phil on the marketing and promotion of some of AP's key digital sports products. I was always impressed with his responsiveness and focus on customer service. Because of the work that he and others on the team performed, we were able to significantly grow engagement in the products." – Barry Bedlan, Director of Vertical Products

### **Marketing and Corporate Communications Manager MidHudson Regional Hospital of Westchester Medical Center**

📅 11.2014 – 04.2015 📍 POUGHKEEPSIE, NY

- Developed the full suite of marketing brochures for all hospital service lines
- Led all hospital public relations efforts
- Managed the tactical and branded execution of marketing, advertising and corporate communications materials, including brochures, patient guides, rack cards, flyers and posters, in print and digital format for patients, visitors, employees and the community at large
- Ensured consistent brand experience and voice across all channels
- Engaged with senior management in strategizing the development of new hospital-wide initiatives
- Assisted in the strategy and migration for the new website, and provided site oversight
- Developed social media strategy and managed all social media platforms – increasing traffic exponentially

### **Writer and Digital Content Editor Bard College at Simon's Rock**

📅 05.2014 – 11.2014 📍 GREAT BARRINGTON, MA

- Strategized, wrote and edited internal and external communications, as well as public relations, marketing and advertising materials, including emails, brochures, web copy, letters, press releases, digital advertisements and landing pages, targeting potential and current students, parents, alumni, counselors and potential partners
- Assisted in the strategy and migration for the new website, and provided site oversight
- Ran all social media platforms and the school's newsroom blog
- Ghostwrote Op-Eds and speeches for school administrators
- Coordinated with Admission, Institutional Advancement, faculty, etc., to promote cross-channel initiatives

### **Senior Communications and Pursuits Strategist Ernst & Young**

📅 02.2012 – 03.2013 📍 NEW YORK, NY

- Strategized, developed and delivered client-facing proposals and meeting documents in coordination with senior partners, thought leaders and business development executives – and won a \$1-million pursuit in first week on the job



- Known informally as The Master Editor, called upon to provide frequent ad hoc editorial services to business development and product and sales marketing leadership
- Wrote highly complex, technical pursuit documents in assurance, advisory, tax and transactions, across industries
- Ensured editorial quality and consistency, as well as adherence to firm guidelines, within and across documents
- Project managed all workstreams, from start to finish, and took a proactive role in driving the pursuit process
- Created, edited and managed web content

### **Associate Vice President, Marketing Editor Barclays Capital**

📅 05.2010 – 03.2011 📍 NEW YORK, NY

- Instrumental in the launch of the Barclays Capital intranet and Barclays Capital Global Research iPad app
- Conceptualized and created marketing and communications collateral across all asset classes and geographies
- Delivered daily writing, editing, HTML and graphic-design work, based on product and sales initiatives
- Provided social media consulting services for new product initiatives
- Developed and disseminated internal communications
- Ghostwrote speeches/presentations for members of senior management
- Recruited from Morgan Stanley by Barclays Head of Global Research Larry Kantor

### **Marketing and Communications Manager Morgan Stanley Smith Barney**

📅 01.2007 – 05.2010 📍 PURCHASE, NY

- Instrumental in strategizing and producing collateral for a number of high-profile firmwide initiatives, including the completion of the Morgan Stanley Dean Witter merger; the Morgan Stanley Smith Barney joint venture; the combined Mutual Fund Advisory program; Vision AI, the firm's separately managed account program for alternative investments; and Morgan Stanley Advisory, the firm's non-discretionary advisory program
- Managed all internal communications for the firm's investment advisory business, representing \$100 billion in assets under management
- Developed key marketing collateral, including brochures, presentations and web content
- Ghostwrote speeches, articles, letters and white papers for senior management
- Coalesced regularly with product management, channel marketing, sales, legal/compliance, design and third-party distributors to develop and publish tactical and strategic content
- Oversaw the design and ongoing maintenance of internal and public websites

### **Chief Writer and Editor The Investor Relations Group**

📅 01.2006 – 01.2007 📍 NEW YORK, NY

- Promoted from Writer to Chief Writer and Editor — after four months of

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employment

- Edited CEO Dr. Dian Griesel's critically acclaimed second book, Capitalization Success
- Ghostwrote articles and Op Eds in major publications for client CEOs and topical thought leaders
- Produced and disseminated press releases, shareholder letters, marketing collateral and scripts for investor/public relations pitches

**Advertising Writer and Strategist**  
**The Dave and Eddy Show**

📅 06.2005 – 01.2006 📍 RIDGEFIELD, CT

Developed and implemented online, print, radio, display and point-of-purchase advertising and marketing strategies for corporate clients across industries.

**Editor/Reporter/Photographer**  
**Hersam-Acorn Newspapers**

📅 07.2003 – 06.2005 📍 RIDGEFIELD, CT/GREENWICH, CT

• Performed research, writing/editing, design and project management across news, life, politics and business

• Launched and co-managed the company's first magazine, featuring business, entertainment, travel and health

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EDUCATION

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**BA (with Honors), Sociology (English Minor)**  
**Vassar College**

📅 08.1999 – 05.2003 📍 POUGHKEEPSIE, NY

**3.7 GPA**

Community Fellowship Grant Award Winner

Writer, The Miscellany News (weekly paper)

Editor/Writer/Publisher, The Catalyst (quarterly zine)

Writer, Helicon (bi-annual journal)

**High School Diploma (with Honors)**  
**Ridgefield High School**

📅 09.1996 – 06.1999 📍 RIDGEFIELD, CONN.

**4.3 GPA**