

JORGE LEGER

Marketing & Business Operations Expert | Technologist

📞 646.675.4123 @ jorge@jorgeleger.com 🌐 www.jorgeleger.com 📍 New York, NY

EXPERIENCE

Founder & Principal Consultant

Astound.Media 04/2011 - ongoing New York, NY

Consultant to small businesses and entrepreneurs. Services include: web development, e-commerce development, mobile app development, brand identity design, print design, hosting, email, and more.

Associate Director, Client Operations

Starcom (Publicis) 08/2016 - 03/2017 New York, NY

Planned, created and implemented significant process and product changes within assigned accounts and across the agency.

Revenue Marketing Coach & Strategist

The Pedowitz Group 11/2015 - 05/2016 Atlanta, GA

Interim Technical Project Manager for GE Digital's Salesforce & Marketo overhaul. Strategy lead and coach to leadership to ensure alignment and overall project success.

Director, Ad Ops & Account Management

Bluelink Marketing LLC 04/2014 - 05/2015 New York, NY

Led a team of 7 internal resources, as well as several outsourced resources, to monetize a network of 15 owned and operated websites and a network of 30+ managed websites. Increased margins from 32% to 57% at year's end which equated to a record high \$2.2M in net revenue.

Sr. Account Manager

Hollywood.com 01/2013 - 04/2014 New York, NY

Sold and managed \$3.2M advertising dollars across Hollywood.com, MovieTickets.com, Spill.com, and a network of fan sites. Led the process from RFP through trafficking hand off.

Digital Sales Planner

New York Media 01/2012 - 01/2013 New York, NY

Led a team of 4 integrated sales planners as the lead digital sales planner for NYMag.com, Grubstreet.com, TheCut.com, and other New York Media owned and operated sites.

Campaign Manager

Cox Digital Solutions 06/2011 - 01/2012 New York, NY

Trafficked, managed, and reported on 25-30 advertiser campaigns per month across three digital ad networks.

Website Manager

The City College of New York 09/2009 - 05/2011 New York, NY

Managed the college's 40K+ page multisite by creating and implementing content changes and training department leads to do the same.

SMB Account Executive

MessageLabs, Inc. (Symantec) 12/2007 - 08/2009 New York, NY

Managed and sold email security (SaaS) into a pipeline of management and C-Level IT executives in the Northeast.

SKILLS

Technical Project Management



Business & Marketing Operations



Management & Leadership



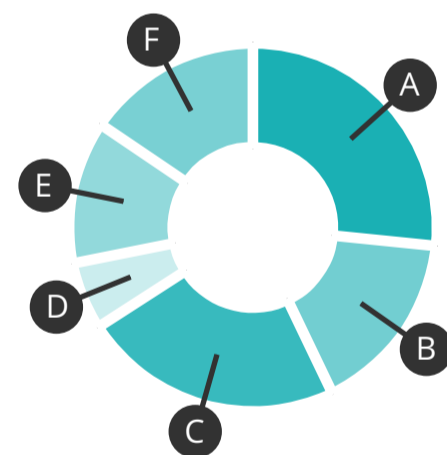
Process Optimization & Automation



STRENGTHS

- 🧠 Tactical & Strategic
- 📈 Results Oriented
- 🔗 Advanced Excel Programming
- 👥 Innate Calling To Help Others

MY TYPICAL TIME ALLOCATION



- A Project Management
- B Creative & Ideation
- C Execution
- D Watching TED Talks
- E Meetings
- F Recharging

EDUCATION

B.A. Communication Arts

The City College of New York

A.A.S. Multimedia Design

Manhattan Community College