

**DANIEL R. ASSUMMA M.S. Ed.**

• 22 Day Road, Armonk, N.Y. 10504 • (914) 714-4844 • daniel.assumma@live.com

February 22, 2021

Dear General Manager,

I have recently completed a Mini-MBA in Digital Marketing to stay current with the latest trends and best practices. My deep understanding and appreciation for the golf and country club industry, its clientele, and their expectations make me well-suited for a Communications Director at your golf or country club.

My background as a Digital Marketing Manager with Pyramid Hotel Group, and Country Clubs focused on membership and sales through analytics, website evaluation, search engine optimization, campaign enhancement, and content & ad development. This has also included event planning, interclub communications, vendor relations, membership satisfaction, and budgeting.

I am an analytical, organized, and creative marketing professional. My talents, experience, and education in the hospitality and marketing industries are strengths I would bring to your organization.

I look forward to meeting with you.

Sincerely,  
Daniel R. Assumma M.S. Ed.

## **HIGHLIGHTS**

- Interclub Communications
- Content Development
- Membership Acquisition
- Search and Social Marketing
- Budget Allocation
- Analytics Reporting
- Vendor/Client Relations
- Website Optimization
- Research & Proposals

## **EXPERIENCE**

### ***Digital Marketing Manager, Tarrytown House Estate, Tarrytown, NY (Laid-off - COVID-19)***

- Broadened audience reach through expansion of SEO (Search Engine Optimization) practices.
- Enhanced ads by subtly highlighting packages and promotions.
- Partnered with 3<sup>rd</sup> party travel and hotel agents to seamlessly nurture leads.
- Maximized marketing efforts based on historical and forecasted budgets.

### ***Digital Media Specialist/Account Manager (Consultant), CDHM Advertising, Stamford, CT (2015 - 2020)***

- Laid-out proven and innovative search and social marketing plans to draw conversions.
- Optimized campaigns on an on-going basis to surpass the clients intended goal.
- Articulately reviewed and reported on budget and analytics to create intuitive campaigns.
- Increased communication flow between clients for transparency.

### ***Membership Marketing Consultant, Rock Ridge Country Club, Newtown, CT (2017 - 2019)***

- Liaised with club's Membership Coordinator for promotional content and updates.
- Proposed and launched social media marketing campaign resulting in membership increase.
- Monitored and influenced campaign engagement trends to meet budget, schedule, and goal.
- Provided analytics reports on the campaign's performance to The Board.

### ***Memorial Service Coordinator, Celebrate Me Home, CT, Norwalk, CT (2012 - 2014)***

- Drove brand awareness through organic digital communication practices.
- Encouraged familiarity with service through community outreach.
- Defined the importance of digital communication to connect with our clients.

### ***Assistant Manager, Knollwood Country Club, Elmsford, NY (2011)***

#### ***Co-Assistant Manager, Long Ridge Swim & Tennis Club, Stamford, CT (2010)***

- Coordinated interclub communications through e-mail and website.
- Acted as a liaison between The Board, members, and staff for implementation of efficient operations.
- Planned successful events through the procurement of services contracts and budgeting.
- Managed inventory through Jonas Club Software.

### ***Park Assistant, Rockefeller State Park Preserve, Mt. Pleasant, NY (2007 - 2010)***

- Broadened program participation through targeted markets.
- Influenced participation by rebranding programs and events.
- Earned media through program participation and community outreach.

## **EDUCATION**

- Mini-MBA. Digital Marketing, Rutgers Business School (2020)
- Certificate. Social Media for Business, SUNY Westchester (2015)
- M.S. Ed. Recreation & Park Administration, CUNY Lehman (2010)
- B.T. Turfgrass, Recreation & Sports Area Management, SUNY Cobleskill (2006)
- B.A. Communications & Media Studies, SUNY Purchase (2004)