

Davin Turkewitz



Portfolio

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About Me

I'm a results-driven digital marketing specialist with a decade of experience executing omni-channel campaigns for organizations across entertainment, start-ups, and nonprofits in New York City.

My 360° storytelling has a proven track record of driving brand growth, increasing online visibility, and leveling up community engagement through organic and paid media.

I'm passionate about leveraging my skills to create social impact, and pursuing challenging roles built on collaboration, experimentation, and scrappiness.



Resume

[Click to view full resume.](#)

Marketing Specialist, New York Cares | NY December 2022 - Present

- Spearheaded integrated marketing and content strategy, inclusive of pitching, planning, creative development, and overseeing multi-channel execution for the largest volunteer network in the tri-state area.
- Led data-driven digital marketing across email, search, Instagram, Facebook, Twitter/X, LinkedIn, TikTok, and Youtube.
- Partnered to deliver a complete web redesign, rolling out new standards in SEO optimization, copywriting, digital creative, and user experience journey.
- Managed editorial and email calendars to ensure cohesive messaging, elevate brand recognition, and respond to real-time performance and engagement metrics.

Senior Copywriter, New York Cares | NY August 2021 - December 2022

- Conceptualized and crafted digital and social content, establishing brand voice and scaling stories.
- Proactively adapted copy to data analytics, tailoring language to target and identify key demographics across email, social, search, and web.
- Wrote, hosted and produced a bi-weekly podcast featuring key members of the New York Cares community.

Content Strategist, The Alchemist's Kitchen | NY 2016 - 2020

- Led an e-commerce site refresh across copy, graphic assets, photography, wireframes, and user experience.
- Executed digital launch campaigns to open a Soho flagship store and launch an in-house product line.
- Built brand guidelines for digital and printed collateral across the web and five physical locations.
- Developed integrated PR content for brand partnerships with ABC Home, The Keith Haring Foundation, The Ace Hotel, and Soho House.
- Pitched and executed paid ad campaigns across Google and Meta platforms.

Social Media Manager, Evolver | NY 2015 - 2016

- Led content creation for e-commerce and lifestyle editorial platforms, including graphic assets, photography, and audio/video recording.
- Built communication strategy and brand voice for a social media community exceeding four million followers.
- Conceptualized and executed social media and direct-to-consumer sales campaigns.



New York Cares

Content Strategy / Copywriting / Podcast Production

New York Cares is the largest volunteer network in New York City. My objective was to create content resonant with younger demographics who are underrepresented in volunteer work.

I brought awareness to their mission through campaigns communicating the tangible benefits of volunteerism, which led to a 78% boost in audience size, 89% growth in engagement, Instagram verification, and increased brand awareness in the New York nonprofit space.

As Marketing Specialist, I presided over an org-wide rebrand, and complete website redesign.

Coat Drive



The New York Cares Coat Drive is one of NYC's most iconic civic traditions. My goal was to use innovative content strategy to raise campaign awareness and activate influential partnerships.

2023: "Coat Drives are a team sport: join the team!"

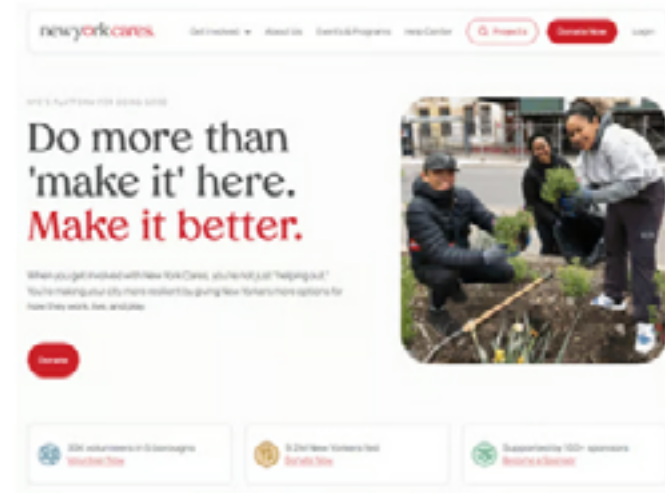
A collaborative campaign with the We <3 NYC campaign, and all major NYC sports teams and leagues, with logistics by UPS. This campaign incorporated paid ads, wild postings, and activations with the NY Knicks and Brooklyn Nets at Madison Square Garden and Barclays Center.

2022: "This winter, warm up NY inside and out."

The 34th Coat Drive was a landmark year, marked by a record-high year of fundraising and number of coats distributed to New Yorkers across the five boroughs, alongside a collaboration between New York Cares, the streetwear brand Noah, and the Keith Haring Foundation.

Rebrand & Website Redesign

After 35 years, New York Cares undertook a year-long rebrand of their identity and web presence. Through social, web, and email content strategy, we updated the brand to reflect the next generation of New Yorkers in service. We celebrated with the city-wide Extra Day of Care on Feb. 29, 2024.





2022 Annual Campaign

I conceived and brought to life the [“When we are strong, New York is strong”](#) campaign, leveraging organic video content from our staff and volunteers spanning the 2021-2022 year. The video was a key asset in raising a record 2.6 million dollars in funding for the organization.



2021 Annual Campaign

The [“Impact of Photography”](#) campaign starred renowned photographer Mark Seliger, leveraging his voice, vision, and iconic breadth of work to raise funding for arts education in Central Queens.



Engagement

My content strategy delivered a 78% boost in audience and 89% growth in engagement through modernizing and authenticating the brand voice, auditing brand standards, and emphasizing video content.



Community

We produced content leveraging influential figures in the New York Cares community. This included everyone from WWE wrestlers, to media personalities and Fortune 500 CEO's.



Instagram Stories

1000% boost in IG story viewership by responding to quick turnaround moments, directing brand communication, and ensuring that New York Cares' mission resonates with a popular audience.



The New York Cares Podcast

I hosted and produced an ongoing [New York Cares Podcast](#) series highlighting personalities behind New York Cares' mission. Guests included city officials and vocal community leaders.

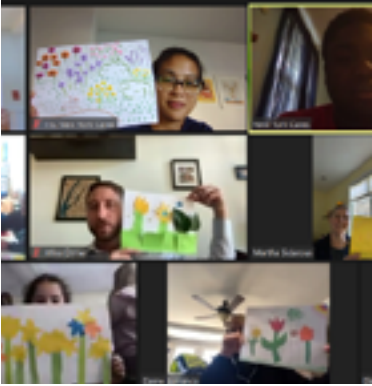
Stories of Impact

Longform Editorial Content



These writing samples represent an editorial series celebrating the diversity, selflessness, and authenticity behind New York Cares' community.

Click through each image for a sample.



The Alchemist's Kitchen

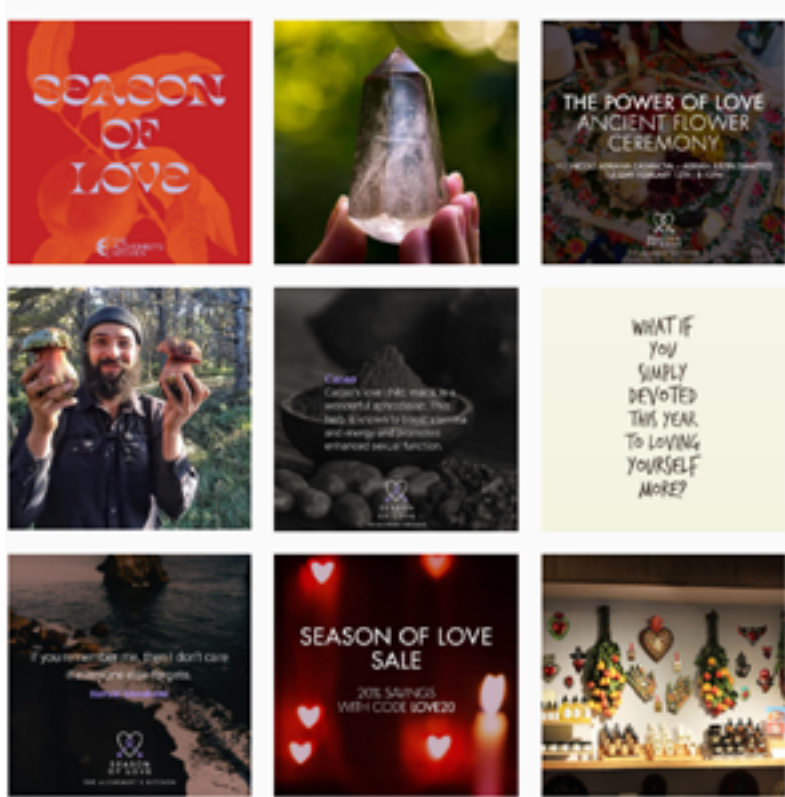
Brand Voice / Social Media Management / Product Copy

The Alchemist's Kitchen is a high-growth CBD and herbal wellness start-up. My objective was to drive awareness and grow a loyal client base through a mixture of educational and cultural content.

Campaigns included the launch of Plant Alchemy CBD, the flagship store opening, and partnership campaigns with ABC Home, The Keith Haring Foundation, The Ace Hotel, and Soho House.

Read integrated PR pieces on Goop and Bon Appetit.

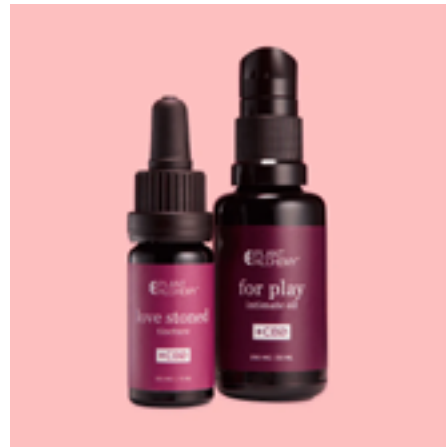




The Alchemist's Kitchen was a high-growth environment, expanding from a small e-commerce operation to having four brick and mortar shops and over 2 million followers within a year of launch.



Produced original, source-backed educational content that reached a holistic wellness community.



Partnered with design team to develop recognizable product packaging and evergreen product copy to build brand equity and awareness.



Owned email and social media marketing campaigns, facilitating all content touchpoints.



Wrote in-store verbiage for company mission, products, services, events, and menu items in a branded restaurant.

Collected and leveraged on-the-ground content through daily visits to retail spaces.

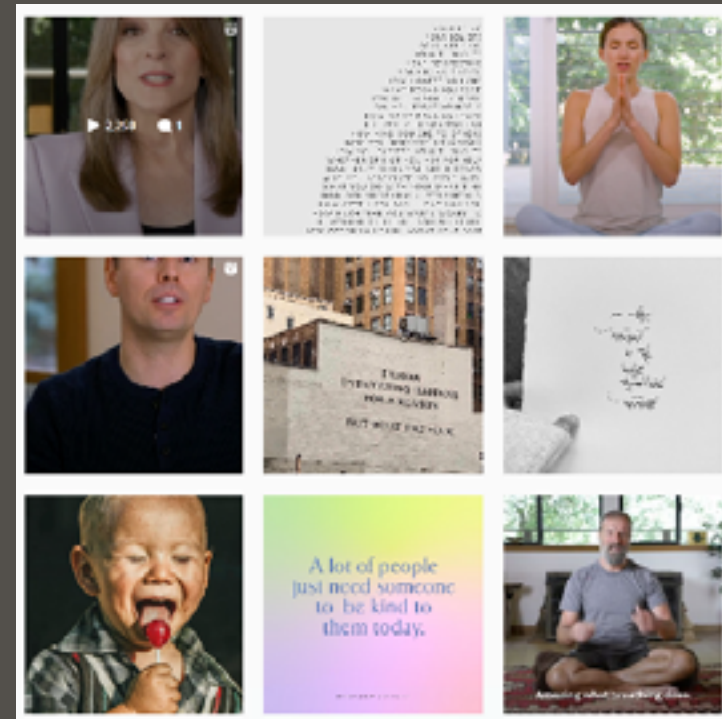
Evolver

Social Media Management / Copywriting

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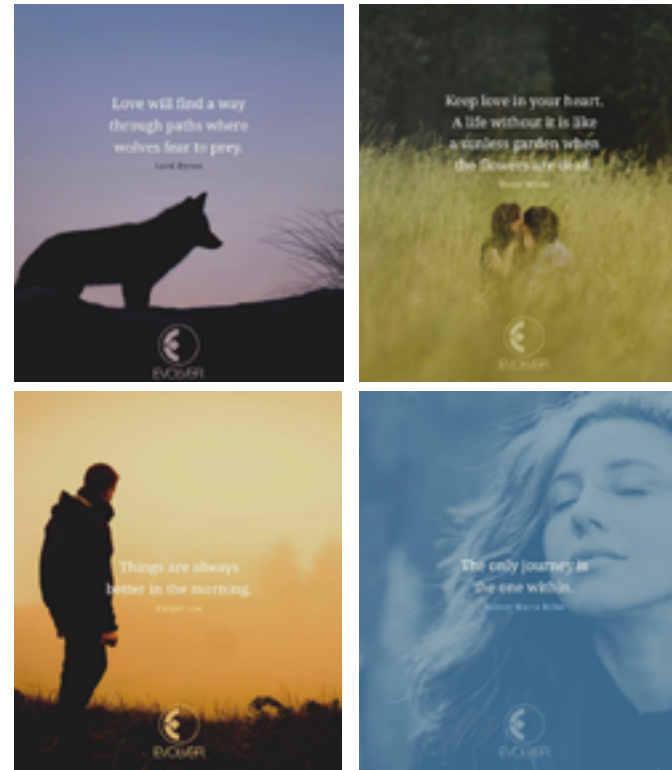
Evolver is an online learning portal, inspirational content creator, and lifestyle brand.

I conceptualized strategic content and owned scheduling, tracking, and engagement. Worked towards converting a +4 million follower community into a high-growth business.





Launched The Evolver podcast, leading research, scheduling, and logistics. Guests included Duncan Trussell, Josh Radnor, and Alex Gray.



Led copy and art direction to grow audience engagement and brand recognition, for viral reshareability across complementary communities.

Contact

Contact

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Thank you.