

Davin Turkewitz

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SUMMARY

Results-driven digital marketing specialist with over a decade of experience developing, executing, and optimizing omni-channel campaigns. Proven track record in driving brand growth, increasing online visibility, and leveling up community engagement through organic and paid media. Creative with a copy background and an in-depth technical understanding of all digital marketing tools and platforms.

SKILLS & INTERESTS

Skills

o Marketing

- High proficiency and up-to-date knowledge of Google Analytics and Facebook Ads Manager.
- Strong background in briefing and executing multi-channel campaigns across social media, search, web, and email.
- Synthesizing & circulating creative performance metrics.

o Creative

- High proficiency and up-to-date knowledge of: Adobe products, Canva, Mailchimp, Logic Pro, Drupal, Wordpress, OpenAI products, Midjourney, and major work management platforms.
- 360° storytelling anchored by solid copywriting.
- Capturing and posting social-first content; working knowledge of audio production, videography, photography, and native organic social tools.

Interests

- Social impact; AI; road trips; literature; volunteering; journalism; museums; all things NYC

WORK EXPERIENCE

New York Cares

Dec. 2022 – Present

Marketing Specialist

New York, NY

- 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.
 - o 60% increase in engagement across social platforms.
 - o 212% expansion in the total social audience through robust strategy implementation.
- Developed and optimized email brand standards to achieve the following:
 - o 8% increase in email open rate.
 - o 11% increase in email click rate.
 - o 7% decline in email unsubscribe rate.
- Oversaw org-wide rebranding, playing a pivotal role in cross-functional communication and adherence to the new brand playbook.
- Strategized and executed a \$10,000/month Google ad credit.
 - o 51% growth in website users, and 48% growth in web sessions.
 - o 58% growth in Google ad clicks, and 52% growth in the Google ad conversion rate.
- 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 | Apr. 2021– Dec. 2022

- Conceptualized and crafted digital and social content, establishing brand voice and scaling stories.
 - Accomplished a 1000% boost in Instagram Story viewership and a 60% boost in native post engagement.
 - Achieved an 11.5% growth in audience across Meta platforms, Twitter/X, and LinkedIn.
 - Awarded and executed a \$100,000 LinkedIn ad grant.
 - Pitched and executed the organization's record-high grossing annual campaign (2022).
- 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.

The Alchemist's Kitchen

Jan. 2016 – Mar. 2020

Content Strategist

New York, NY

- Led an e-commerce site refresh across copy, graphic assets, photography, wireframes, and user experience.
- Built brand guidelines for digital and printed collateral across the web and five physical locations.
- Pitched and executed email marketing campaigns for warm and cold contacts.
- Executed digital launch campaigns to open a Soho flagship store and launch an in-house product line.
 - Crossfunctional content creation and robust strategy led to monumental growth across social channels, including 93,000 followers and verification on Instagram.
 - Audience growth was upwards of 20% monthly during the brand launch.
- Developed integrated PR content for brand partnerships with ABC Home, The Keith Haring Foundation, The Ace Hotel, and Soho House.
 - Landed PR placements in Goop, Bon Appetit, and The Cut.
- Pitched and executed paid ad campaigns across Google and Meta platforms.

Evolver

Oct. 2015 – Feb. 2016

Social Media Manager

New York, NY

- Led content creation for e-commerce and lifestyle editorial platforms, including graphic assets, photography, and audio/video recording.
 - Moved organization into automation to ensure timely and relevant content scheduling.
 - Launched Jura to track marketing initiatives and facilitate executive approval of content.
- Conceptualized and executed social media and direct-to-consumer sales campaigns.
 - Online sales reached upwards of \$30,000 per month.
- Built communication strategy and brand voice for a social media community exceeding four million followers.
 - Achieved a consistent 7% growth and 5% engagement rate on Facebook.

The Colbert Report

May 2015 – Aug. 2016

Intern

New York, NY

- Coordinating the day-to-day needs of the executive production department.
 - Liaising with Viacom corporate office and external stakeholders.
 - Executed research solutions for script consistency and fact-checking.
 - Provided guest services to key cultural and political figures.
- Served as a production assistant on a Washington, D.C. on-location shoot.
 - Developed a physical storage solution for an archive of on-location video content.

EDUCATION

The College of Charleston

Charleston, SC

Bachelor of Arts in Creative Writing