

NEDJ ALSAGOFF

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PROFILE

Nedj is an account manager and marketing professional with over four years of experience. Her passion is understanding consumers, working with key influencers, and creating innovative engagement plans.

EDUCATION

Bachelor of Arts, Media Arts and Design
Concentration in Corporate Communications, Minor in Music Industry
James Madison University, Harrisonburg, VA
2012

EXPERIENCE

LENDUP | RICHMOND, VA | JANUARY 2017 - PRESENT
ACCOUNT MANAGER

- Collect/attempt to collect on payments on past due bills
- Inform clients of overdue accounts and amount currently owed
- Recommend potential products or services to management by collecting customer information and analyzing customer needs
- Ensure that all accounts with bankruptcy notifications follow the standard operating procedures that follow Bankruptcy laws
- Manage the process for all bankruptcy account handling

LENDUP | RICHMOND, VA | JUNE 2016 - DECEMBER 2016
ACCOUNT COORDINATOR

- Resolve product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution
- Open and maintain customer accounts by recording account information
- Take payment information and other pertinent information such as addresses and phone numbers
- Manage large amounts of incoming calls

CHINESE DISCO | WASHINGTON, D.C. | APRIL 2015 – JANUARY 2016
MARKETING DIRECTOR

- Established and maintained over 50+ strategic partnerships with local businesses and community groups to develop new business opportunities
- Maintained content calendar by planning, creating, and promoting events through social media campaigns
- Increased the number of Facebook likes and social media engagement by 118.5%
- Provided ongoing creative direction for merchandise and promotion materials
- Booked DJs, photographers, videographers, caterers, and other event staff

WEDDINGWIRE | CHEVY CHASE, MD | MAY 2014 – APRIL 2015
SALES ASSOCIATE

- Proactively prospected wedding and event professionals by making warm and cold calls
- Managed various markets with a particular focus on cultivating working-relationships with local vendors
- Sold advertising placement and other online business marketing solutions to small and medium-sized businesses
- Responsible for meeting revenue goal of 15-20k each month

GREY GROUP - G2 PUBLIC RELATIONS | KUALA LUMPUR, MALAYSIA | SEPTEMBER 2012 - JANUARY 2013
ACCOUNT EXECUTIVE

- Pitched 50+ client news stories and promotional events to national media partners
- Worked with an integrated team of photographers, writers, and translators to create complex, multilingual press kits
- Performed post-campaign analysis, which included media attendance, earned placements, and overall exposure
- Researched, drafted, edited, and distributed press releases to targeted media contacts

SKILLS

Adobe Creative Suite | Social Media | Sales and Marketing | Public Relations | Event Coordination | Graphic Design | Salesforce