

FELISSA HADAS ELFENBEINPhone: (305) 469-0599 • E-mail: felissahadas@gmail.com

EXPERIENCE***BlogPaws / Pet360 / PetSmart Digital***

BlogPaws Blogger Outreach and Communications Manager March 2013 – Present

- Work with Digital Sales Team to Create Marketing Campaigns for Brands
- Create Custom Marketing Campaigns for Brands to align with their current campaign or to be the backbone of their campaign
- Work with Bloggers in order to implement successful Marketing Campaigns for the Brands
- Manage up to 150 Bloggers each month
- Run up to 10 campaigns each month for Multiple Brands
- Create starter material for the campaigns that Bloggers can use in creation of their Blog Posts and other Social Media promotion of the campaign
- Monitor Campaigns using Social Listening tools and Apps created to track the reach of the individual Campaigns

Two Little Cavaliers (<http://www.TwoLittleCavaliers.com>)

Owner / Creator / Social Media Specialist February 2010 - Present

- Working directly with PR firms to create Social Media Ad campaigns for their Customer's products via blogging, twitter, and Facebook
- Working directly with small business owners creating Ad Campaigns for their products via blogging, twitter, and Facebook
- Educating pet owners to keep their Pets Healthy inside and out
- Spreading the word about Animal Rescue and Specific Organizations
- Created the Pet Bloggers Blog Hop, created the Holiday Giveaway Hop for Pets, created the Social Media for Social Good Holiday Event for Pets
- Actively participated in Paws4Japan using Social Media Tools to bring aid to the animals in Japan and to help Ex-Pat families leave Japan with pets
- Invited to attend (sponsored by national pet products company, all expenses paid) Blog Paws 2010, BlogPaws West 2010, BlogPaws 2011, 2012
- Invited by Pet Brands to their Headquarters for Canine Nutrition Summits for Bloggers
- Attended Global Pet Expo 2011 - 2013 as an official event Blogger
- Sponsored Blogger #BetterWithPets Summit 2013, 2014

Action Ministries Smart Lunch Smart Kid

- Program Coordinator Gainesville March 2012 – September 2012 (Contract Ended)
- Worked with Gainesville Housing Authority in order to feed the children
- Worked with Section 8 Apartment Complex Management to feed children
- Partnered with Gainesville State College Human Services Delivery Administration Degree to work with their students as interns for the program
- Built Smart Lunch Smart Kid Program from the ground up in Gainesville starting from nothing and having successfully fed over 12,000 meals in the first summer
- Worked w/ local churches & community groups to ensure children were fed 5 days a week

FELISSA HADAS ELFENBEIN

Accountants and Consultants

April 2008 – February 2012

- Meet with clients at offices and homes
- Monthly/Quarterly Write-ups (work on-site at clients' or at office)
- Bank purchase order and invoice reconciliation
- Cash disbursements journals / Cash receipts journals /Payroll Journals
- Expense analysis/details
- Meet with clients to elicit business related questions and concerns report to Partner
- Summary report to Partner regarding client internal bookkeeping and Accounting procedures

HongKongInspiration.com

Owner of Internet Business (living in Hong Kong), April 2007 – March 2008

Law Office of Moshe D. Fuld, New York, NY

Paralegal and Executive Legal Secretary, July 2004 – May 2005

Westside Veterinary Center, New York, NY

Front-Desk Receptionist, September 2003 – June 2004

EDUCATION

- American InterContinental University, Online
M.B.A. Operations Management, July 2006
- Stern College, Yeshiva University, New York, NY
B.A. History, May 2003
A.A. Jewish Studies, May 2003

ADDITIONAL EDUCATION

- Miami Dade College, Miami, FL
Undergraduate Accounting Coursework
January 2009 – May 2010

QUALIFICATIONS

- ✓ Excellent written and oral communication skills
- ✓ Outstanding organizational and logistics skills (including experience with logistics for international relocations)
- ✓ Active Problem Solver. Thinks Outside the Box to Get the Job Done.
- ✓ Advanced knowledge of Social Media Tools including Blogger, WordPress, Twitter, Facebook, Pinterest, Instagram and Empire Avenue

SOCIAL MEDIA CONNECTIONS

FELISSA HADAS ELFENBEIN

- Blog: Two Little Cavaliers <http://twolittlecavaliers.com>
- Facebook Profile: <http://www.facebook.com/felissa.elfenbein>
- Facebook Fanpage: <http://www.facebook.com/TwoLittleCavaliers>
- Twitter: <http://twitter.com/felissahadas>
- Pinterest: <http://www.pinterest.com/felissahadas>
- Instagram: <http://instagram.com/twolittlecavaliers>

Speaking Engagements:

- BlogPaws 2011 Your Blog is Not an Island – Using Your Blog to Create a Community
- BlogPaws 2013, 2014, 2015 Creator and Moderator Meet the Rescues

Upcoming Engagements:

- May 2015 BlogPaws Do's and Don'ts of Sponsored Content