

Leonid (Lenny) Roudik

✉ lennyroudik@gmail.com ☎ 347.819.6502

🌐 <https://www.linkedin.com/in/lennyroudik/> 🖱 lennyroudik.com

Experience

Marketing Associate / Social Media Lead

Sticker Mule, New York, NY, April 2016 - Current

Sticker Mule is the fastest and easiest way to buy custom printing. With customers like Google, Twitter, Facebook, and print runs starting at \$9, Sticker Mule aims to be the Internet's favorite custom printing service.

Responsibilities:

- Manage and interact with customers submitting ideas for stickermule.com/ideas
- Organize and edit submissions for stickermule.com/ideas in Contentful
- Write blog posts for the Sticker Mule blog (<https://www.stickermule.com/blog/free-design-courses>)
- Create Snapchat filters for conferences/ community events
- Help manage sponsorships
- Work on acquiring new customers and entering new niches
- Create an Instagram, Twitter and Facebook marketing strategy and engage with followers
- Work on optimizing social channels to better reach and provide support to our customers

Head of Marketing

Def hacks(), New York, NY, December 2015 - November 2016

DefHacks() is a hackathon created for high school students by high school students. DefHacks() aims to give everyone the opportunity to test their coding skills and develop new ones, while also getting the chance to eat, network, and get free swag.

At DefHacks(), I was responsible for running all the social media platforms, engaging and working with sponsors, coordinating event staff and ensuring an awesome time for all participants.

Social Media & Marketing Intern

Wataah!, New York, NY, July 2015 - August 2015

During my internship at Wataah! I was responsible for:

- Engaging with users on social media to promote increased engagement in contests and on posts.
 - Managing the Twitter Profile, Facebook Page, and other social media profiles.
 - Taking pictures at community engagement events.
 - Creating creative posts based on trending topics on social media.
 - Developing advertising campaigns geared toward teens.
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Activities / Projects

Business 101

During my Junior year, I took a college class on Business 101 through a program called CollegeNow.

LMG Programming Club / programmingclub.org

I started the LMG Programming Club in September of 2015 to teach students how to code. After seeing the lack of access to technology classes other than web design at my high school, I decided to found a programming club. In the club, I teach Python through interactive assignments incorporating services like Slack and Codecademy.

Young & Rubicam (Dell) / yrnyc.com

I took part in a great opportunity with Young & Rubicam NYC to create an ad campaign for Dell with students from my high school. I was the only Freshman and Team Leader in the group. My group had to create a creative advertising campaign for the holidays.

TeenJobs.NYC / teenjobs.nyc

Many of my friends including me were frustrated with the lack of opportunities for teens to work over the summer. I decided to change that by creating TeenJobs.NYC. TeenJobs.NYC is a free resource for teens and employers to find interested teens to work over the summer or during the year. (in development)

Education

High School

Leon M. Goldstein High School for the Sciences • Brooklyn, NY

- AP USH, AP Micro/Macro Economics, AP Psychology, AP Government, AP World History
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Skills

Final Cut Pro • Adobe Photoshop / Illustrator • **All Social Media Platforms** • Google Analytics / AdWords • **HTML5, CSS 3**