

Leonid (Lenny) Roudik

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Work experience

Marketing Associate / Social Media Marketing Lead

April 2016 - Present

Sticker Mule - stickermule.com

Sticker Mule is an international manufacturer of print and marketing products.

- Assist in creating Sticker Mule's online marketing strategy
- Develop content for social media profiles
- Help manage partnerships and sponsorships
- Work on optimizing social media channels
- Create guidelines to help our customer service team engage with customers online
- Write blog posts for the Sticker Mule blog

Marketing Volunteer

December 2015 - November 2016

Def Hacks()

Def Hacks() is an event created for high school students by high school students. This event aims to help students develop their programming skills.

- Created content and ran social media platforms
- Worked with sponsors
- Coordinated and managed event staff

Marketing Intern

July 2015 - August 2015

Wataah! - wat-aah.com

Wataah! is a startup that partnered with Ariana Grande to create a new brand of bottled water

- Assisted in developing advertising campaigns targeting teens
- Assisted during community outreach events

Education

Leon M. Goldstein High School for the Sciences

Class of 2018

- AP United States History, AP Micro & Macro Economics, AP Psychology, AP Government, AP World History
- Archon Honor Society, Mathematics Honor Society, Social Studies Honor Society
- President and Founder of the Programming Club
- Vice President of the LMG Technology Club
- Took a Business 101 college class through the College Now program
- Player on the PSAL Tennis Team
- Social Media Moderator