



aron leah wolfson

SALES & MARKETING
DIRECTOR

AREAS OF EXPERTISE

- MAR/COM Strategy Development, Implementation, & Team Supervision
- Multi-Channel Marketing Campaigns
- B2B Sales
- Product Management
- Full-Funnel Lifecycle Marketing & Automation
- Website Design & UX
- Constant Contact, MailChimp, HubSpot, SDFC
- Asana, Monday.com, Teamwork
- Microsoft & Google Suite
- Google Analytics, Google Adwords

EDUCATION

The Ohio State University

BSBA - Specialization in Marketing, 2014
President & Captain of the Ohio State Women's Water Polo Team

CONTACT

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WORK EXPERIENCE

Director Donor Communications

Jewish Federation | 2021 - Present

My responsibilities as the Director of Donor Communication are primarily focused in direct response fundraising. In this role, I raised \$500k across 3,300 donors through multi-channel campaigns - direct mail, telemarketing, email, social, web, text. I am also responsible for campaign analysis, google adwords and google analytics.

Senior Sales & Marketing Manager

dmf Lighting | 2019 - 2021

During my time at dmf Lighting, I wore a number of different sales and marketing hats. I was responsible for \$10M in B2B sales, 3-year strategic planning, full-funnel lifecycle marketing, product launches and management, and creation and implementation of product webinars and on-demand videos.

Regional Sales Manager

Lutron Electronics | 2014 - 2019

I began my professional career at Lutron Electronics, leader in smart lighting control. I was responsible for \$15M in B2B sales across 11 states, channel marketing, specification sales, and product launches.