

RENEE AZOULAY  
249 East Walnut Street  
Long Beach, NY 11561  
(917) 861-5848; renee@getthediamedge.com  
[LinkedIn](#)

**SUMMARY:**

Renowned +marketing and promotion business consultant to leading companies based on talent, high energy, “make it happen” professionalism coupled with strategic marketing focus and passion for excellence. Proven leader, educator and self-starter with multi-disciplinary skill set across broad range of categories. Successful adjunct professor/motivational speaker for higher learning institutions and professional organizations (NY Emmy’s, Association of National Advertisers, American Women in Radio & Television).

**PROFESSIONAL EXPERIENCE:**

**Educator & Group Facilitator**

**1/2015 – Present      Adjunct Assistant Professor Jay & Patty Baker School of Business & Technology at Fashion Institute of Technology SUNY, New York NY**

-Instruct sophomores enrolled in the Advertising & Marketing Communications Department

Courses include:

- Research Methods in Integrated Marketing Communications
- Workshop in Direct and Interactive Marketing
- Shopper Marketing/Sales Promotion
- Synchronous and asynchronous teaching formats

**-Co-author of college level textbook on “Shopper Marketing”** (currently required textbook)

-Developed curriculum and teach an 11 week course for Pre-College (high school) students entitled “Digital and Interactive Marketing: Who’s Watching You.”

-Instruct (in Hangzhou China) Chinese college students enrolled at Zhejiang Sci-Tech University (ZSTU) 2019 & 2020 in Consumer Behavior

-Fashion Institute of Technology Faculty Excellence Award Nominee 2018

**1/2020 – Present      Adjunct Assistant Professor Sy Syms School of Business Yeshiva University**

Develop and instruct students in various marketing disciplines. Courses include:

- Conversion & Shopper Marketing

-Advertising in the Digital Age

**2019 – Present**                    **Professional Workshop Facilitator Association of National Advertisers (ANA)**

-Develop, deliver and facilitate professional workshops on shopper marketing to executives within companies that are members of the ANA.

**6/2017 & 6/2018**                    **Adjunct Instructor State University of New York at Cobleskill , Office of International Education**

-Instruct (in Nanjing China) Chinese college students at the Nanjing Institute of Industry Technology (NIIT) who are enrolled in the Cobleskill/NIIT exchange program. Dual course in marketing and management.

**5/2016**                                **Education Consultant New York City Department of Education, NY, NY**

-Develop curriculum for 10 week course for high school students at St. Johns Residence for Boys. Project entitled “Spirit Day”. Instructed with a focus on team building and event preparation/execution.

**Entrepreneur**

**10/2014 – Present**                    **Diamond Edge Network LLC, Long Beach NY**

President & CEO

-Agency founder expanding the business of customer engagement through the delivery of strategic plans & insights inclusive of program execution. Customer acquisition and retention are key competencies using research as the underlying basis of thought leadership & client success.

**New Business & Agency Account Management Lead**

2004-2014	Ventura Associates International LLC, New York, NY
2009-2014	Senior Vice President, Strategic Planning & Promotions
2004-2009	Vice President, Strategic Planning & Promotions

-Responsible for significant new business generation and team lead/innovate, drive business for: Viacom/MTV, the National Basketball Association, Spalding, TD Ameritrade, The Hartford, Samsung, AIG, AO Smith, DC Comics, Philip Morris, McDonalds, Microsoft.

-Achieve and surpass goals using fully integrated consumer and B2B campaigns; increase in traffic, conversion to trial, viral expansion, product sales. Employ full range of tactics including prize promotions, interactive customer games, mobile, partnerships, rebates, events, incentives, premiums.

-Innovate and produce communication plans, lead multi-skilled vendor teams to create and deliver targeted communications that exceed industry click through norms, provide key learnings and brand engagement.

-Function as independent business unit. Responsible for development and implementation of business building strategies, forecasting, contract preparation, price determination and negotiation, budget management, training and supervision of support staff/outside vendors/legal and compliance teams.

-Lead agency innovator: Launched new division (Ventura Creative Solutions), secured new business for the division; successfully developed and produced beauty advisor newsletter, corporate themed events, advertisements, websites, new branding. Developed new product for the company (Promotion Optimizer) offering promotion research, competitive analysis and reporting.

-Team lead for agency logo re-design.

### **Corporate & Agency Consumer Packaged Goods Researcher**

#### **Bristol-Myers Squibb Company, New York, NY:** Market Research Manager

-Responsible as marketing team(s) member for conducting research and assessing risks associated with formulating and implementing product marketing plan, including new product/strategy development, advertising, promotion and business building for such flagship brands as Excedrin, Nuprin, Comtrex.

-Conducted research and presented findings that contributed directly to the repositioning of Bufferin, the extension of the Excedrin PM line, a comprehensive business building campaign for Nuprin and repackaging of entire Comtrex line of products.

#### **Market Facts Inc., New York, NY:** Senior Project Director

-Responsible for managing strategic and evaluative research projects including study inception/design, implementation, analysis and the presentation of recommendations.

-Also responsible for client relationships and supervision of junior staff. Clients included AT&T, American Express, Best Foods, Richardson-Vicks, Red Lobster.

#### **BBDO, Inc., New York, NY :** Account Research Manager

-Responsible for developing research proposals and category summaries for new clients and conducting contracted research for existing accounts. Member of agency marketing teams for E.I. DuPont de Nemours, Burlington Northern Air Freight and Scott Paper.

-Presented BBDO proprietary research methodologies and techniques to professional staffs of “sister” international agencies.

**EDUCATION**

Cornell University – Bachelor of Science