

RENEE AZOULAY
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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 a 1 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

-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

-Inst

-Innovate and produce communication plans, lead ~~mskilled~~ vendor teams to create and deliver targeted communications that exceed industry click through norms, provide key learnings ~~and~~ b 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.

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

EDUCATION

Cornell University Bachelor of Science