

TY BATIRBEK-WENZEL

631.553.7788 | ty@tywenzel.com

LinkedIn: <http://www.linkedin.com/in/designshrine>

Portfolio: <http://www.tywenzel.com>

MARKETING, DESIGN AND IT PROFESSIONAL

Resourceful leader adept at implementing high-profile marketing programs within consumer luxury/lifestyle industry, both public/private. In addition to marketing and tech, also at expert levels for creatives (graphic design, website design/development, merchandising and more). Strong and persuasive interpersonal skills with a special emphasis on Social Networking strategies and implementation. Areas of expertise: Fashion, Luxury products and Social Marketing.

SKILL SETS

- Marketing and all levels of Engagement (**Digital**, Street Team, Traditional, etc.)
- High-end Aesthetic Implementation via a strong **NYC Fashion Industry** background
- All levels of **Web Development & Design** (PHP, MySQL, ASP, HTML, CSS, UI, UX, JQuery, Ajax, etc.)
- **Social Media** Network Listening Strategist: Facebook, Twitter, MySpace, etc.
- Merchandising from concept, creation through to marketing
- Technology: Programming, Database Development, etc. Programs: **Adobe CS5 Suite**, E-commerce, CRM, CMS, Microsoft Office Suite. **Platforms: Microsoft & MAC**
- **SEO, SEM, Email marketing** (strategy, design, execution, ROI)

Experience

DESIGN SHRINE GROUP, New York, NY 1998 - Present | Contract Consultant

Design Director, Marketing and Program Manager

- Web Development, Graphic Design, Marketing & brand awareness; also, Image correction, Interface and Layout Design specifically for the Web and print
- Designed and programmed up to three turnkey websites per month for subscribed members. Managed 20+ programmers globally
- Provided customer support and training to over 7,000 subscribed members
- Provided marketing and maintains page ONE on Google for our targeted keywords and provided Search Engine Optimization to members
- CMS, CRM & E-Commerce conceptualization, design and execution
- Aggressive Search Engine Optimization specialist
- InDesign layout designer: graphics for Flyers, Brochures and other promo materials
- Oversee front-office direction to over 5,000 hosting and web design customers
- Built a clientele supported by 60% referral business

ROSEHIP PROPERTIES and **DEVLIN MCNIFF**, East Hampton NY 1/2010 - Present (Contract - Currently working with RoseHip and other Luxury Real Estate companies)

Marketing, Web and Social Media Director

- Lead marketing strategist for high-end luxury Real Estate Agency covering the Hamptons from Westhampton to Montauk. Reporting to owners, integrated approach to increase sales results, inventory awareness and brand image. Key tasks: maximize sales growth and cohesion of our top-customer tier; develop new and existing core customer bases; secure targeted media advertising campaigns; devise new print materials (brochures, comp cards, etc.) and brand integration within local community groups comprising best potential revenue bases
- Integrate latest technologies into the core company's identities (social networking, blogging, xml/rss to networks, etc.), where previously did not exist. Implement various Social Listening tools to monitor brand awareness
 - Design and Integrate custom Social landing pages for company's customer-base and fans. Promote communication through current and emerging technologies in both alpha and beta settings

- Develop listing websites for all exclusives (on average 100 per year). All have video virtual tours and custom content and programmed in php
- Train and oversee over 30 luxury brokers in all areas of technology, from Facebook to website development to blogging to further their sales goals and branch reach
- Serve as spokesperson to all press inquiries via phone, interview and press release materials. Personally write all press materials, including press releases and graphical compositions

-- Period of Training, Research and writing --

COSMOPOLITAN MAGAZINE (Hearst Publishing), New York, NY 1989-1992

Fashion Editor

- Worked with Advertisers on campaigns and integration into layouts and stories
- Story & Concept production for three spreads per month
- Worked with NY's best photographers, models and designers to create stories.
- Trend Forecaster and new designer development (strategy)

BLOOMINGDALE'S, New York, NY 1987-1989

Fashion Coordinator

- Managed hundreds of relationships with designers, photographers, model agencies, etc.
- Worked alone and with teams for many promotional events with and without buyers and merchandisers
- Worked with press and Public Relations to cover our many major events that often included celebrities and public figures. Conceptualized fashion events, national advertising campaigns and window stories

Special Achievements

Author: **BEHIND BARS: THE STRAIGHT-UP TALES OF A BIG CITY BARTENDER** - St. Martin's Press

Education

Fashion Institute of Technology, New York NY A.A.S.: Fashion Design & Marketing, 1986