



DAVID ARGOV

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RECENT EXPERIENCES

SENIOR ACCOUNT MANAGER | THE CEMENTBLOC MULTICHANNEL HEALTHWELLNESS COMMUNICATIONS AGENCY JULY '14 - PRESENT

Back-story: Cementbloc is working to build belief for global brands as the most awarded healthwellness agency in the nation. Managing various innovative digital and traditional initiatives for multinational brands.

Man of many hats: For all projects, responsibilities include making awesome work; strategic/tactical initiatives, brainstorming, writing creative briefs, budget estimations/management, timelines, account management, client-facing communications, internal project management, & supporting a happy team.

CREATIVE	STRATEGY	INTERACTIVE	ANALYTICS	SHOOTS
^Corporate branding	^Positioning	^iPad dev.	^Driver ecosystem	^Branding photoshoot
^Brand creation	^Tactical planning	^Website dev.	^Dashboard analysis	^Audio voiceover
^Brand refresh	^Market research	^3D hologram	^Cross-agency coordination	^Consumer videos
^Launch campaign	^Consumer survey	^Animation	^SEO	^Hologram
^Refresh campaign	^Brand studies	^Banners		^Pro bono story
^Conventions	^Critical success factors	^SEM		
^Consumer materials	brainstorm	^Email campaigns		
^Physician materials		^Platform management		

ACCOUNT MANAGER | THE CEMENTBLOC JULY '13 - JULY '14

PAST EXPERIENCES

FOUNDER | GARAGE AGENCY & CO. MAY '12 - JULY '13

“Account Dude” - managed & ran a creative agency network for a dozen local businesses.
 Fine-tuned innate entrepreneurial skills with innovative ideas & fortified client relationships/partnerships.

ACCOUNT HEAD | CAMPFIRE CAMPAIGNS TEAM JANUARY '13 - MAY '13

Led winning team on concept development of a travel-service mobile app and fully integrated marketing campaign.
 Developed an innovative app concept that focused on ease-of-use and a contextual user-interface.

INTERN | THE CEMENTBLOC JUNE '12 - AUGUST '12

Assisted account director on Pfizer iPad development, relationship marketing program, social media plan.
 Fostered successful team partnerships with internal departments producing creative & strategic results.

EDUCATION

ADVERTISING MAY 2013

University of Florida | Bachelor of Science
 Outside Concentration | History & Art History
 Coca-Cola Scholar, 2009
 Nominated - Young Executives Night Out, 2014

*The Dream: To become a storyteller of imaginative ideas
 through innovative technology to positively impact the world*