

PAUL J. REBOVICH

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Award-winning entrepreneur with proven talents for brand management, predictive analytics, innovative customer service, advertising, media design, search engine optimization and online marketing strategy

Professional Experience

PJtheDJNJ.com

Entrepreneur

Hamilton, NJ

1998 - Present

- Voted "Best DJ Company" on the Fox Philadelphia "Hot List" in 2008 & 2009
- Increased sales by at least 20% every year by implementing strategic management
- Maximized revenue with regard to yield management and demand
- Assisted over 500 high-end clients with commercial and private event planning
- Implemented marketing plans by means of referral systems, social media and Internet strategy
- Developed a revolutionary online customer service, communication and booking system
- Worked along with Philadelphia's Q102FM, DJ Richie Rich and New York's Z100FM for live radio events.

Tropicana Casino & Resort

Social Media Intern

Atlantic City, NJ

2009 - Present

- Developed and Implemented a comprehensive social media strategy for a large company in transition
- Improved the quality of operations and customer service by creating a well-rounded feedback program
- Engaged customers through the use of creative web media and user-generated content
- Enhanced the resort's reputation by means of proactive influence on customer review websites
- Assisted with the company's efforts for search engine optimization and leisure hotel sales

Drexel University

Adjunct Instructor

Philadelphia, PA

2008 - 2009

- Taught university-level courses covering software, technology, Internet marketing and cost controls
- Developed comprehensive lesson plans and course materials for the hospitality industry
- Motivated student participation by means of interactive instruction and visual media
- Covered additional topics including: MS Word, Excel, PowerPoint, design, advertising and Internet
- Integrated pertinent coursework to compliment the program's existing curriculum

Borgata Hotel, Casino & Spa

Housekeeping Shift Manager

Atlantic City, NJ

2007

- Expedited housekeeping operations in a 2000 room resort hotel
- Supervised and led a team of over 300 guestroom attendants
- Prevented and assisted with guest concerns and complaints
- Utilized Espresso and Lodging Management Software
- Created a visual operating guide to enhance productivity

Education

Drexel University

Bachelor of Science – Hospitality and Business Management

Philadelphia, PA

2008

- Concentration: Gaming and Resort Management
- First Honors Award – Highest GPA in class (2008)
- Senior Academic Achievement Award (2008)
- Dean's List (2005, 2006, 2007, 2008)
- Letter of Commendation (2007, 2008)
- Outstanding Freshman Award (2005)

Languages

- English • Italian • Spanish •

Marketing Skills

- Proven abilities for brand management and predictive analytics
- Superior media design and advertising dexterity
- Vast knowledge of Internet marketing and social media strategy
- Experienced with Google Adwords, Yahoo! Marketing, Facebook Ads, Google Analytics and SearchView

Technical Skills

- Expert knowledge in all standard Microsoft applications including PowerPoint and Excel
- Adept awareness of business management and intelligence systems
- Web design proficiency with FrontPage, Fireworks, and HTML
- Working knowledge of JavaScript and CSS languages
- Proficient with instructional media including Bb Vista and Camtasia Studio 6.

Other Notable Skills

- Extensive entrepreneurial experience
- Developed leadership aptitude
- Sophisticated customer service and communication skills
- ServSafe Certified & ServSafe Alcohol Certified
- Dexterous knowledge of audio-visual equipment and systems
- CPR, First Aid, and Lifeguard training

Industry Involvement

- **Gaming Industry Observer:** Drexel University Study – Contributing Researcher
- **East Coast Gaming Congress:** 2007, 2008 & 2009 Attendee
- **Cruise Lines International Association (CLIA):** Accredited Member
- **Outside Sales Support Network:** Accredited Member
- **The Association of Group Travel Organizers, International:** Accredited Member
- **American Hotel & Lodging Association:** Accredited Member
- **National Restaurant Association:** Accredited Member
- **National Association of Mobile Entertainers:** Accredited Member
- **Celebrity Cruise Lines Seminar at Sea:** 2008 Attendee
- **International Hotel Motel & Restaurant Show:** 2008 Attendee
- **National Restaurant Association & Hotel Show:** 2007 Attendee
- **International DJ Expo:** 2006, 2008 & 2009 Attendee

Other Honors

- American Hotel & Lodging Education Foundation - Scholarship (2006)
- ESF Summer Camps – Bravo Zulu Awards (2005, 2005)
- Eta Sigma Delta International Hospitality and Tourism Management Honor Society: Member (2008)
- Fox Philadelphia – HOT LIST Winner - Voted “Best DJ” (2008, 2009)
- Hamilton High School West - Varsity Academic Award (2002, 2003, 2004)
- Hamilton Township Schools – Peer Leadership Award (2002, 2003, 2004)
- National Honor Society – Member (2002, 2003, 2004)
- National Restaurant Association - Salute to Excellence Award (2007)
- National Society of High School Scholars – Member (2004)
- Robert Wood Johnson University Hospital – Volunteer’s Certificate of Appreciation (2001)
- Spanish National Honor Society - Member (2004)
- State of New Jersey – Joint Legislative Commendation (2004)
- The United States of America - President’s Education Award (2004)

Additional Information

- **PJRebovich.com**
- **DJNewJersey.com**
- **PJtheDJNJ.com**