

# David Nieuchowicz

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## Marketing Program Manager

Strategy-focused, data-driven marketing director with an MBA and front-end development expertise. Proven ability to identify, plan and execute technical, customer-centric marketing strategies in support of business goals. Led launch of a 2,000-page public-facing website redesign while optimizing marketing operational efficiency.

### WORK EXPERIENCE

#### NEW YORK LIFE

01/2022 – 02/2025

##### Marketing Planning, Strategy & Delivery Consultant

New York, NY (Remote)

- Spearheaded website migration into AEM, collaborating with 6 cross-functional teams (35+ individuals in technology, operations and marketing) in multiple time zones
- Aligned stakeholders on best practices around scope of work, escalation protocols, tracking and change management to launch redesign within 1 year and lower time to market by 50%
- Develop UAT success metrics to assess tester progress and validate scope/deliverables. Provided business insights to license management team, lowering costs by 15% in 3 weeks
- Assess workflow tools (Workfront, Wrike) and legacy project management software to streamline marketing operations workflows and enhance creative production

#### CEO SHUFFLE, INC.

05/2019 – 01/2022

##### Digital Marketing Transformation and Implementation Consultant

New York, NY (Remote)

- Created dynamic websites and empowered self-service digital content marketing. Mapped user journeys for use in email automation, reducing support effort for clients by over 50%
- Implement digital platforms including SAAS programs (Monday.com, Asana, Adobe Workfront, payments apps) to automate go-to-market campaign development within 2 weeks of engagement
- Drove engagement, exceeded growth objectives and achieved conversion goals on 85% of email campaigns in 15 weeks of designing an email monitoring analytics strategy based upon KPIs

#### MORGAN STANLEY INTERNATIONAL WEALTH MANAGEMENT

11/2017 – 05/2019

##### Marketing Manager Lead

New York, NY

- Managed product-led integrated multi-channel marketing campaigns while positioning a consistent brand message for a growing international wealth management business segment
- Organized 6 events to showcase the firm's capabilities and attract prospects, culminating in \$40 million in incremental sales directly attributed to event attendance
- Held financial advisor field consultations and scaled written content to save the firm over 80% in sales effort per campaign and effectively target clients and prospects

#### CITI WEALTH MANAGEMENT LATIN AMERICA

08/2000 – 05/2016

##### Investments Marketing Content Coordinator

New York, NY

- Managed multi-language content strategy and oversaw the production of marketing collateral. Established publishing process for in-house content management system
- Created detailed project plans and editorial calendars for marketing initiatives meeting business objectives for educational materials, communications, publications and video
- Led external agencies and design teams in developing an award-winning peer-to-peer sharing economy for high-value global wealth management clients

## Marketing and Technology Project Manager

New York, NY

- Conducted requirement-gathering sessions with business leads. Implemented a multi-region events Sharepoint calendar to coordinate meetings, publications and product launches

- Gauged marketing campaign effectiveness by establishing KPIs and tracking web usage metrics to present to leadership
- Created client-facing HTML emails for financial advisors, with a goal of minimizing corporate risk and maximizing sales force effectiveness

## Marketing Analyst

New York, NY

- Collected and compiled analyst commentary and articles in preparation of the monthly flagship report publishing exercise, which included compliance and supervisory principal review
- Build a product launch calendar with internal business leads to better coordinate the publication of timely topics to support product launches

## EDUCATION

### MBA in Finance and Taxation

FORDHAM UNIVERSITY, Gabelli School of Business

New York, NY • 01/2009

### BA in Economics

UNIVERSITY OF MARYLAND

College Park, MD • 01/2000

## CERTIFICATIONS

<b>Adobe Workfront Certification: Administer and Maintain Adobe Workfront I</b>	02/2025
<b>Adobe Workfront Certification: Manage Projects with Adobe Workfront</b>	01/2025
<b>CFP Investments Planning Module</b>	01/2007
<b>Series 7 and 66 FINRA Licensure</b>	01/2005

## VOLUNTEERING & LEADERSHIP

<b>East Owners Corp.</b>	01/2015 - Present
Board Member	
<b>Gotham Towne House Owners Corp.</b>	01/2011 - 01/2012
Treasurer of the Board	

## SKILLS

**CORE COMPETENCIES:** Agile methodologies, CMS implementation, Data Analytics: Excel modeling (pivot tables, vLookups), KPI measurement, Program Management, Project Management, UAT Testing, Web Development: HTML/CSS, Wireframing

**TECHNICAL SKILLS:** AI/ML Tools: ChatGPT, Analytics & BI: Adobe Analytics, Asana, Azure ML, Bard, Claude.ai, CMS Systems: Adobe Experience Manager, CRM & Marketing Automation: Constant Contact, CSS, Development: HTML, Dreamweaver, Facebook Ads, Google Analytics, HubSpot, LinkedIn Business Marketing Solutions, Mailchimp, Marketing Platforms: Google AdSense, Marketo, Microsoft Project, Monday.com, MS CoPilot, Photoshop, Project Management: Adobe Workfront, Qlik, Salesforce Marketing Cloud, SharePoint, SmartSheet, Software: MS Office Suite (Access, Word, Excel, PowerPoint, Project), SQL, Tableau, TeamSite, Vibe Coding, WebTrends, WordPress

**LANGUAGES:** Native Fluency: English, Spanish