

# Elan Karoll

Results-Driven Marketing Leader

Chicago, IL  
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## Experience

### **Marketing Manager**

Tyree & D'Angelo Partners

Apr 2024 – Present

Chicago, IL

- Responsible for supporting the Marketing Resource Partner function at TDP's healthcare companies

### **Senior Marketing Manager**

BMO Financial Group

Sep 2022 – Apr 2024

Chicago, IL

- Led integration of marketing activities for 173K customers acquired through national bank merger
- Developed and executed strategies to drive revenue for 7 business and consumer lending products
- Helped launch B2B payments service with \$150K multichannel campaign reaching 100K customers
- Created series of print and display ads within 500 retail branches to acquire new credit cardholders
- Partnered with digital team to optimize product webpages, increase online application rate by 20%

### **Marketing Coordinator**

EQ Office, a Blackstone Company

May 2021 – Sep 2022

Chicago, IL

- Managed marketing initiatives for Willis Tower's property team during \$1.3B redevelopment project
- Planned 4 budgets exceeding \$5M, led reforecasting with SVP to realize \$550K annual cost savings
- Oversaw digital content for all corporate properties, optimizing SEO, reporting performance metrics
- Operated dozens of tenant events driving 3x YoY participation and supporting return-to-office rate

### **Licensed Securities Broker** (Series 7, 63)

Development Corporation for Israel

July 2019 – Jan 2021

Chicago, IL

- Oversaw \$10M portfolio of 500 retail clients and increased annual sales 35% across 6-state territory
- Directed division to prospect younger investors, organized seven events and grew segment by 40%
- Analyzed transaction data to identify and reengage 150 high-value clients without recent purchases
- Created novel social impact campaign to sell government bonds backing COVID recovery programs

## Education

### **Bachelor of Arts in Organizational Communication**, with Honors

University of Illinois at Urbana-Champaign

June 2015 – May 2019

- Studied change management, risk management, mediated communication, and persuasive writing
- Planned three student delegations to Washington, D.C. and facilitated student trip to Middle East

## Affiliations

### **Board Member**, Programming Committee

America-Israel Chamber of Commerce Chicago

Mar 2021 – Present

- Organize quarterly events connecting business and civic leaders to build international partnerships