

Menachem Polonsky

6620 INDIAN CREEK DR
MIAMI BEACH, FL 33141
(216) 647-7086
M@MBENLEONARDO.COM

EXPERIENCE

Account Manager

Bald Agency - Miami, FL | 2026

- Managed day-to-day client relationships for strategy and design projects.
- Translated client objectives, goals, and evolving priorities into clear direction for internal teams to maintain alignment and project momentum.
- Supported client's through consulting frameworks to arrive at clear goals and objectives, when they had a vision but were uncertain how to get there.

Client Partner

Freelance - New York / Los Angeles | 2022-2025

- Advised startup founders and consumer-brand owners on marketing, brand, and business direction, aligning client goals with market context..
- Managed relationships from initial engagement through launch, adapting strategy as needs changed and maintaining responsive, consistent client communication.
- Built, plan and managed business plans, strategy decks, websites, business cards, marketing collateral, and social media feeds for clients.

Project Manager

Genieously - New York, NY | 2018-2021

- Lead strategy for 5 of the 8 agencies biggest clients, across real estate, jewelry, and consumer-facing accounts, managing client and project communication.
- Built and designed UX outputs, aligning design and engineering teams to ensure final deliverables met client objectives, expectations, and feedback.

Marketing Strategist

Playground - New York, NY | 2017-2018

- Supported the CEO of the agency's highest-revenue account (\$3M+ annually) as a day-to-day strategic partner and outsourced CMO.
- Developed annual marketing and business roadmaps tied for clients growth objectives and coordinated vendor relationships for GTM campaigns.

EDUCATION

Bachelor of Business, Marketing and Design

Parsons School of Design / 2017

STRENGTHS & SKILLS

- Fluent in English and Spanish.
- Client Relationship Management and Internal Teams Coordination
- Brand Positioning, Marketing Roadmaps and Strategic Communications
- Team Player, Detail-Oriented and Positive Can-Do Attitude

REFERENCES

Available upon request