

TOM DELPIZZO

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Marketing Design Professional with over 5 years experience in both digital and traditional marketing channels. Skilled in email marketing, web design, graphic design, brand, video creation, data analysis, UI/UX, and social media. Key strengths include a diversified skill set, strong interpersonal skills, technical competency, willingness to try new ideas and the ability to identify problems and implement solutions. Seeking an opportunity with a company that can leverage my full skill set and allow for potential growth.

Email Marketing | Web Design | Graphic Design | Video | UI/UX | CRM/CMS | Paid Display | Acquisition | Professional Photography | Social Media Marketing | Desktop Support | Customer Service

RELEVANT EXPERIENCE

Inxeption - Brisbane, CA (Remote)

Sr. Manager, Brand Design

April 2022 - July 2022

- Assumed a leadership role as Project Manager overseeing teams of UI/UX Design, SEO and Web Development to incorporate newly designed landing pages into an company website, through regular scheduled meetings, to produce content in a short period of time (reduced go-to-market timeline by half)
- Strategize, ideate, and produce video series to generate new leads leveraging Adobe Creative Suite (Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe After Effects) to educate target audience, and support sales.
- Oversee creative design aspects of marketing collateral to ensure consistency and high-quality standards, by maintaining and championing brand guidelines to increase output by 200%.

Growth Marketing Manager

December 2021 - April 2022

- Establish various templates, email lists, segmentations, campaigns and nurture programs ensuring to adhere to CAN-SPAM practices, leading to an increased deliverability rate and a decreased complaint rate, resulting in a higher email reputation score for the company's online marketing.
- Partner with Sales Ops to complete 100% of data mappings and workflows between Marketing Automation and CRM databases, problem solving and ensuring that all events are accounted for and that databases are always in sync (Zoho Marketing Automation)
- Analyze data to identify email marketing KPIs, leading to improve campaign targeting and response rates

Marketing Graphic/Web Designer

February 2021 - December 2021

- Design and coordinate visual strategy for display ads with the acquisitions team: Google, Bing and Social, significantly increasing lead generation by over 500%
- Collaborate with VP and C-Level stakeholders to create digital assets for campaigns across all

channels: social, email, video, print and website

- Develop and restyle internal and external digital documentation: white papers, sales decks, brochures, and one sheets to improve clarity, consistency and accessibility for sales reps, sales engineers, and customers
- Converted the marketplace website into a functioning Wordpress store to enable sales conversions.
- Designed UI/UX wireframes for the company website, utilizing both Adobe XD and Figmae, to create a more engaging, intuitive, and modern experience across all devices

Apple Seeds LLC - New York, NY

Director of Franchise Programming and Technology

December 2014 - March 2020

- Project Management overseeing the development team on all updates and maintenance of the full directory of websites
- Collaborated with the marketing department on digital campaigns
- Main liaison to all IT issues
- Assist all national franchises with IT onboarding
- Continual program support to all national franchises

Multimedia Coordinator

MAY 2010 - AUGUST 2014

- Implemented, mapped and designed a new newsletter system (Mailchimp) to target audiences and create focused content to boost sales enablement.
- Oversee and design the content and aesthetics of the company's promotional collateral, large print, social media marketing and web materials within the proprietary CMS (HTML, CSS, JavaScript)
- Photographer for in person classes, events and portraits for promotional and in house purposes
- Implemented, managed and analyzed web and social media statistics through Facebook and Google Analytics.

Gadgets and Gear, Deer Park, NY

Web/Graphic Design Marketing

August 2014 - December 2014

- Webmaster to the company's E-Commerce retail website improving Usability and SEO, allowing for a better experience, resulting in higher sales numbers.
- Analyze data (Google Analytics) in reference to email campaigns (Mailchimp), referral websites, and keyword searches
- Collaborate with Product Management and Business Development in marketing campaigns
- Conceptualize, design, code and analyze daily newsletters, reaching an audience of over 50,000 subscribers.
- Design print collateral (promotional and internal)
- Prototype and design branded product packaging
- DSLR product photography for current and incoming inventory
- Coordinator of customer service, technical support and sales call

ADDITIONAL EXPERIENCE

Tom DelPizzo Photography & Design | Web Designer and Photographer | 2011 - 2014 | New York, NY

EDUCATION

University of Denver - *Certification in Web Design and Development*

DeSales University - *B.A in Theatre (Acting/Directing)*

www.tomdelpizzo.com