

# Gregory Vardaro

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**Title:** Independent real estate broker and web marketing consultant seeks career advancement in the field of online marketing

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*Moving at the speed of IT, Learning from others, working as a team*

**Career Goals:** **Marketing and Sales** - in innovative and creative technology services company.  
**Internet Marketing** - integrated web marketing - using the latest innovations in information technology to develop an online strategy for businesses.

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**Computer Skills:** **Internet Marketing Skills** - SEO, SEM, A/B testing, Link Building, Web Development, Lead Generation, Content Management, Keyword Optimization

**Web Design** - Html, JavaScript, CSS, XML, Ajax

**Applications** - *Google Business Apps*: Analytics, Web Optimizer, AdSense, etc.  
*Adobe*: Dreamweaver, Photoshop, Lightroom. *Lotus* and *Microsoft* Programs

*Currently an e-marketing strategist and developer of software/web solutions for all aspects of online businesses, especially real estate.*

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**Education:** **Bentley University - 5 year program** - accelerated graduate placement  
- **Bentley College** - class of '02 - *cum laude* - *Honors Student*  
❖ **BS** - Bachelors of Science in Marketing Advanced Program  
❖ **MSIT** - Masters of Science in Information Age Marketing

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*An independent contractor /entrepreneur for over 6 years*

**IntermediaWebWorks** - *Web Marketing and Consulting Services Company*

- ❖ *Internal Marketing Director* - account manager- sales and acquisitions
- ❖ *Web-Marketing Consultant* - identify the web marketing needs of clients

**Weichert Realtors - Copley Real Estate** - *Boston Rental Brokerage*

*Manager of Technology* - developed integrated technology solutions

- ❖ *Web Marketing Coordinator* - managing online advertising campaigns
- ❖ *Webmaster* - New Website, Online Database, Internal Agent Start Pages
- ❖ *Rental Manager* - training and hiring of new agents

**Relevant Experience:**

**Best Promotional Group** - *B2C sales and direct marketing company*

- ❖ *Management Training Program* - sales and event promotions
- ❖ *Sales Manager/Co-owner* - Impulse Sales, Recruiting, Training
- ❖ *Event Marketing Research/Planner* - scouting for new opportunities and study of the market potential of the New Orleans area.

*Two years working at the largest IT company in the world*

**Lotus** - IBM acquisition during which the "dot.com bubble burst" (2000 - 2002)

- ❖ *Online Marketing Internship/Co-op* - IBM Lotus branding directives
  - ❖ *Web Content Manager* - worldwide software volume-licensing program
    - ❖ Responsible for content development of IBM's customer and reseller internet and intranet websites
    - ❖ Usability testing, development of marketing collateral, online support.
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**Web References:**

<http://www.bentley.edu/ms/msit.cfm>

<http://www.bentley.edu/ms/index.cfm>

<http://www.bentley.edu/five-year/>

<http://www.bentley.edu/marketing/index.cfm>