

GREGORY VARDARO

DIGITAL MARKETING PROFESSIONAL

- ☆ Experienced digital marketing specialist seeks career advancement and full-time employment opportunity in a growing company and team-orientated environment.
- ☆ Unique combination of business knowledge and technical skills provide experience in the strategic, design, development, execution, management, and support of multi-channel and fully-integrated digital marketing campaigns and web technologies for over 15 years.
- ☆ Well organized, results-driven, self-motivated, creative problem solver, team player, and effective manager. Proficient in all aspects of digital marketing strategy and current business applications.

Skills:

Business

digital strategy, sales, account/client management, small team management, product development, digital asset management vendor relations, application development.

Marketing

communications, research, campaign management, local, global, cross-channel, content management, inbound marketing, engagement, database management, direct, print, design, branding.

Internet

product management
SEO, PPC, social, email, end-to-end web design and development, conversion optimization, ecommerce, mobile, video, systems integration, SaaS implementation.

Technical:

HTML 5/
CSS/ JS
Wordpress/Sit
ecoreBootstra
p/WebDev

Adobe Creative Cloud
DW/PS/ID/AI
Google Analytics,
Adwords Certified

Hubspot / Salesforce / Marketo
Constant Contact/ Mailchimp /
Survey Monkey/ Icontact/ Wufoo
MS Office Suite

Experience:

Oct 2017 -Oct 2018

Stalk & beans

Digital Marketing Consultant

Development of go-to -marketing strategy for SaaS startup company which provides e-commerce & delivery solutions custom built for Cannabis retailers and wholesalers. With a focus on the Massachusetts retail stores that are soon to open, market research was conducted to identify potential customers and targets from those currently operating a medical dispensary. Web market analysis of current state of Cannabis Software industry was derived to identify the major players, key competitors, and potential partners of other SaaS companies operating in other parts of the country. The retail pot shop histories of Colorado, California, and Maine were studied to identify similar trends regarding regulatory standards and purchasing habits. ROI estimate projections were presented along with these findings to potential investors in order to secure the necessary funding for the enterprise. Marketing materials such as email and print mailers were created as part of the overall strategy to drive traffic to the website and generate new leads with effective landing pages and detailed sign-up forms. Additional marketing opportunities and recommendations were made in regards to social media, video, print, web design, and sales tactics within an integrated CRM (hubspot) that would add contact information from any newly listened retailer or company that could potentially benefit from any of the products or services offered by Stalk &Beans

Sanofi Genzyme

Nov. 2015 - Jan. 2017

Digital Marketing Specialist

Digital technology services and support for the US brand teams, sales organizations, support services, and global field teams. Improving all digital marketing initiatives in support of [U.S. Rare Genetic Diseases division](#). Management of all digital marketing assets; development, deployment, and support of branded mobile apps, content manager and web editor for all [branded product](#) and related disease [websites](#) within the U.S. Rare Division. Technical liaison for marketing and IT departments overseeing development and maintenance of [patient portal](#). Lead email [marketing campaigns](#) management and monetization. Digital marketing support services for [patient advocacy](#) and disease awareness campaigns within the [genzyme rare community](#) such as the [expressions of hope](#) program and [rare disease day](#).

Independent Web Marketing Consultant

Jan 2004-present

[@gregvardaro.com](mailto:gregvardaro.com)

Consultation, development, and integration of cross-functional digital solutions and customized marketing campaigns to meet individual business goals. Market research, performance monitoring analytics, and systematic optimization of corporate web presence, digital assets, and marketing channels. Industry level experience in local/retail, real estate brokerages, technology service providers, pharma, SaaS, non-profit organizations, and start-ups.

Otis & Ahearn Real Estate

July 2013-June 2014

Digital marketing director

Online marketing initiatives and improved internal technology infrastructure for a well-established high-end luxury real estate firm in order to remain competitive in the evolving market of real estate technology. Increased efficiency of internal operations such as creation and production of [print and digital marketing collateral](#), email communications, and internal server systems. Increase web presence through online promotion of listings, social media strategies, blog/article creation and submission, and targeted email marketing campaigns. New website with SEO, content optimization and IDX implementation focused on lead generation and conversion optimization. Integrated CRM system with agent training sessions for new technology and social media marketing.

Meridian Realty Group

Dec 2012-May 2013

online marketing strategies for luxury real estate firm.

Using a variety of domain names associated with dozens of luxury condo buildings all over the city, the website myluxurycondosboston.com was created to capture the search engine traffic for each particular property or neighborhood in order to drive traffic to the company main website where they could be converted into potential leads. The most advanced SEO techniques along with use of [Google Webmaster tools](#) and [Analytics](#) were used to monitor results and improve the site for optimal performance. An evaluation of the company's email marketing initiatives was made and optimized. Social media optimization along with an overall improvement of the company's online presence in adherence to the company's luxury brand strategy both on and offline.

Sean Costello Memorial Fund for bipolar research

Dec 2011-Dec 2012

online marketing campaign

Online marketing for non-profit organization that supports and conducts research on bipolar disorder. Primary objectives focusing on promoting awareness, providing education and resources for individuals that suffer from this disease. Online marketing research for the non-profit industry was conducted. Findings report the most influential ways to utilize social media marketing and the [various online donation capabilities](#) that were to be implemented. Along with the redesign of the organization's website, a step-by-step guide for the organization to implement and maintain a strong social media presence whose success can be measured by the charitable contributions made through such connections. Enrollment and participation in the [Google for non-profits](#) program, as well as [streaming of benefit concerts](#) with donation functionality via Youtube. [Email newsletter campaign management.](#) [read the full report](#)

Charlesgate Realty Group

April 2010-Dec2012

associate/marketing consultant

Real Estate rental broker and web marketing assistant working on a variety of projects such as the [new website](#) in regards to design and layout, content creation and promotion of company blog, development and management of social media presence and monitoring for best practice and performance. development and implementation of broker specific email distribution lists as well as company wide [email newsletter campaigns](#), integrating MLS listings with Salesforce.com CRM systems.

Weichert Realtors - Copley Real Estate

April 2006 -Oct 2009

web marketing manager/IT manager

Complete technology overhaul for well-established real estate agency. Was able to bring the company up- to-date in terms of creating a computerized listings database management system, designing a brand new lead -generating website, connected the leads to the listings and also to the agents and allowing for maximum lead conversion and profitability. Created and managed a very successful email marketing campaign that we sent to the landlords/property managers in order to acquire new listings.

Education:

Bentley University - Waltham, MA

5-year Master's degree accelerated program.

Masters of Science in Marketing Information Technology,(MSMIT)

Bachelors of Science in Marketing. 3.2 GPA

Web References:

www.gregvardaro.com

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