

# Gregory Vardaro

Digital Marketing Professional

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## Summary

- Experienced digital marketing specialist proficient in the creation, implementation, and optimization of multi-channel digital marketing campaigns and customized online solutions
- Proficiency in marketing strategy, software applications, and utilization of most current web techniques to engage customers, drive sales, create awareness, and promote brand initiatives.
- Collaborative and creative project manager, coordinating interdepartmental efforts and outside resources to meet project requirements and exceed client expectations.

## Skills

### Business/Marketing

- digital strategy
- sales, e-commerce
- account management,
- small team management
- product development,
- vendor relations
- project management
- budgeting

### Web

- content Management
- social media strategy
- landing page optimization
- web analysis and reporting
- SEO: organic and paid
- email marketing
- event marketing
- coordination.

### Programming and Applications

- HTML, CSS, JS, PHP.
- WordPress, Sitecore, Drupal,
- Adobe Creative: Dreamweaver, Photoshop InDesign,
- MSOffice, G Suite.

### Marketing Automation

- Hubspot, Salesforce,
- Marketo, Constant Contact, Mailchimp,

## Experience

### Web Marketing Consultant

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- Consultation, development, implementation, management and optimization of multifaceted, cross-functional digital marketing solutions and customized marketing campaigns.
- 20 years of experience and training in all areas of digital marketing research, performance monitoring, analytics, ppc, seo, social media, email, and marketing automation administration.
- Industry experiences in local/retail, real estate brokerages, technology service providers, pharma, non- profit organizations, and software start-ups

### Digital Marketing Manager

Stalk and beans, Boston, MA (US)

- Developed go-to -marketing strategy for industry specific POS e-commerce startup
- Conducted extensive market research, reported on latest industry developments and current industry practices. Identifying opportunities for customer acquisition and venture capital funding.
- Formulated detailed plan of action with quantitative analysis and revenue projections to present to executives and potential investors.
- Created print marketing materials for industry events and corresponding email marketing campaign in order to spread awareness, and drive traffic to the website, and build customer lists
- CRM administration and web form integration for lead generation and monetization.

## **Digital Specialist**

*Sanofi Genzyme*

- Provided digital support for US brand teams and nation-wide sales organizations by optimizing digital marketing processes and internal communications within the U.S. Rare Diseases division.
- Managed all digital marketing assets; developed, deployed, and supported internal suite of branded mobile apps,
- Responsible for content and edits all branded product and disease related websites (25 total) within the U.S. Rare Division in compliance with PRB recommendations and FDA regulations.
- Provided technical support for various marketing campaigns and communications between IT and marketing departments.
- Executed email marketing directives and digital marketing support services for patient advocacy and disease awareness campaigns

## **Digital Marketing Manager**

*Otis & Ahearn Real Estate*

- Increased efficiencies of internal business process through innovative digital solutions marketing automation practices.
- Produced print and digital marketing materials for the 75+ agents
- Designed new website with unique IDX, custom forms, and effective lead distribution methods to maximize agent profitability.

## **Web Marketing Manager**

*Meridian Realty Group, LLC, Boston, MA (US)*

- Developed over 30 content rich websites, focused on specific Boston neighborhoods and the luxury condo buildings.
- Utilized advanced SEO techniques to drive traffic and funnel potential clients to listing pages within company website.
- Achieved 1<sup>st</sup> page SERPs within 3 months, generating a significant amount of traffic to the broker's website, resulting in more qualified leads, effectively doubling the number of closings per agent.

## **Online Marketing Campaign Manager**

*Sean Costello Memorial Fund for bipolar research*

- Creation of full-scale digital marketing campaign with detailed web marketing strategies in order to raise awareness and increase online donations.
- Launched a newly redesigned website and provided guidance on social media optimization to volunteers. Assisted with enrollment in Google for nonprofits program and other industry specific resources to increase web donation capabilities .
- Allowed live-streaming of yearly benefit concerts with enhanced online donation functionality and doubling the amount raised.
- Implemented strategic email marketing campaign through optimizing of email distribution lists and targeted ad placement on popular music services such as Pandora to further ticket sales.

## **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. *cum laude*

## **Certifications**

- Google Fundamentals of Digital Marketing
  - Adwords: Search and display
- Facebook Digital Marketing Associate