

Gregory Vardaro

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<http://www.gregvardaro.com>

Executive Summary:

Independent web marketing consultant seeks career advancement in the field of online marketing.

- *Internet Technology expert with working knowledge of the most current web marketing techniques.*
 - *Experience developing online marketing strategies for many Boston real estate companies.*
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Relevant Experiences:

Weichert Realtors - Copley Real Estate – (4/06 – 4/09)

Boston Rental Brokerage

- ❖ *Manager of Technology* – developed integrated technology solutions
- ❖ *Web Marketing Coordinator* - managing online advertising campaigns
- ❖ *Webmaster* – New Website, Online Database, Company Intranet
- ❖ *Rental Manager* – training and hiring of new agents

Best Promotional Group – (11/02 – 8/04)

B2C sales and direct marketing company in New Orleans, LA

- ❖ *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.

Lotus/IBM – (10/00 – 11/02).

IBM acquisition during which the “dot.com bubble burst” of (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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Computer Skills:

Web Marketing Skills – SEO, SEM, A/B testing, Link Building, Pay-Per-Click, Web Development, Lead Generation, Content Management, Keyword Optimization, Social Marketing, Email Campaigns, Analytics/Traffic Reporting.

Web Applications – *Google Business Apps*: Analytics, Web Optimizer, AdSense, AdWords, WebEx/WebOffice, Salesforce.com., WordPress, etc.

Web Programming – Html, JavaScript, CSS, XML, Ajax, *Adobe*: Dreamweaver, Photoshop, Lightroom. *Lotus and Microsoft Products*

Currently developing software/web solutions for many Boston real estate businesses – (see website- <http://www.gregvardaro.com/>)

Education:

Bentley University – 5 year masters program – accelerated graduate placement

– **Bentley College** – *cum laude* – *Honors Student*

- ❖ **BS** – Bachelors of Science in Marketing - Advanced Program
 - ❖ **MSIT** – Masters of Science in Information Age Marketing
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Web References:

Website: <http://www.gregvardaro.com/>

LinkedIn Profile: <http://www.linkedin.com/in/gregvardaro>