

Marc Giannettino

9131 Pinewood Dr. Loveland, OH 45140

marc.giannettino@gmail.com

312-320-5963

CAREER SUMMARY

Strategic, creative, and persuasive cross-functional marketing executive with successful track record leading integrated multi-channel campaigns, brand strategy, creative direction, direct marketing, e-commerce, media planning, customer loyalty / CRM, promotions and marketing operations.

EXPERIENCE

HH GLOBAL (formerly InnerWorkings, Inc.) – Cincinnati, OH 2015-Present
Vice President, Creative + Digital Marketing Services

- Strategic and operational leadership of 30+ person creative and direct marketing team, generating consecutive year-over-year double-digit revenue growth across a diverse roster of retained and transactional client accounts
- Directly lead marketing strategy consultation and creative direction for select enterprise accounts across multiple verticals, including Retail, Adult Beverage, Media/Entertainment, Hospitality, Non-Profit, and Financial Services
- Collaborate with sales and client engagement leads on business development opportunities within both new and existing accounts, providing category and/or channel subject matter expertise, as well as design and implementation of customized creative services solutions (talent, process design and technology)
- Lead, and directly execute, campaign performance analysis for select direct / digital marketing clients, interpreting complex data sets to drive strategic optimization of campaign variables
- Initiate and lead agency-wide global implementation and configuration of MarTech platforms to increase workflow and process efficiency, improve internal communication, and optimize asset management
- Designed, validated and implemented project- and resource utilization tracking and forecasting methodologies to enable greater agility of resource allocation and monetization against fluctuating demand

TDS TELECOMMUNICATIONS CORP – Madison, WI 2013-2015
Manager, Marketing Services

- Led in-house creative services and digital operations teams, supporting B2C and B2B marketing initiatives, regulatory and internal communications needs
- Served as lead creative and brand strategist, ensuring alignment of creative with defined audience targets, as well as developing integrated messaging across all marketing touchpoints, including print, digital, broadcast, outdoor, event and direct response channels.
- Led company's digital B2C customer acquisition, retention and engagement optimization efforts, with direct oversight of company's online presence, including content creation, UX design and front-end development, SEO/SEM, mobile, conversion funnel optimization and digital analytics.
- Provided strategic guidance and thought leadership on development of the company's first marketing attribution model, driving deeper understanding of the direct and indirect contributions of omni-channel marketing and supporting stronger ROI-based media mix decision-making
- Led comprehensive website redesign and CMS migration efforts, including development of sophisticated audience segmentation and eligibility matrix enabling personalized, customer-level targeting of content and promotional offers

UNIVERSITY OF WISCONSIN – Madison, WI 2012-2013
Director of Marketing – Wisconsin Union

- Administration, direction and leadership of all marketing efforts for Wisconsin Union revenue-generating business units, services and programs, comprised of 22 food service units, a 60-room boutique hotel, 1300-seat performance venue, recreational facilities, catering and event management services
- Provided strategic marketing guidance and mentorship to nine student-led programming committees, helping them craft strategic briefs, develop measurable goals, identify audience targets and achieve programming attendance and engagement objectives for approximately 1,000 events per year

Marc Giannettino

9131 Pinewood Dr. Loveland, OH 45140

marc.giannettino@gmail.com

312-320-5963

- Developed and launched public capital fundraising campaign to restore historic Memorial Union facility, raising more than \$250,000 in just under four months
- Directed the Union's marketing department, with full-time staff of account managers, graphic designers and copywriters, as well as a "learning lab" for student interns to gain hands-on experience.

CHICAGO TRIBUNE MEDIA GROUP – Chicago, IL

2003 - 2011

Creative Director

- Led creative strategy for B2C and B2B marketing initiatives for all brands within the Group's print and digital media portfolio
- Conceptualized, developed and executed integrated cross-channel campaign creative, including print, digital, direct mail, email, TV, radio, outdoor, point-of-sale, promotions and event marketing
- Managed in-house agency of 15 direct reports, including graphic designers, writers, animators, web and video/multimedia producers, ensuring appropriate resource allocation and adherence to timelines and budgets
- Responsible for creative brief development and internal client relationship management and partnership

Sr. Manager, Brand Marketing

- Led overall brand and product marketing strategy across the CTMG print and digital media portfolio
- Developed quarterly and annual marketing plans to achieve audience engagement and revenue objectives
- Optimized channel mix for each campaign through customer-driven targeting of traditional and emerging marketing channels, including TV, radio, print, outdoor, digital, SEM, email, direct mail and telemarketing
- Managed brand marketing P&L with expense budget in excess of \$4 million annually
- Managed external agency relationships as primary client stakeholder leading creative and media planning efforts

Manager, Customer Relationship Marketing

- Led all Chicago Tribune customer relationship marketing and retention efforts, with primary focus on traditional and digital direct response
- Managed P&L for annual CRM budget of \$2.6 million
- Utilized advanced customer segmentation to drive member acquisition, activation and engagement for industry leading *Subscriber Advantage* customer loyalty program
- Partnered with data science team to develop, validate and implement response modeling, predictive churn modeling and LTV to improve subscriber retention and revenue
- Developed and optimized automated trigger campaigns designed to reduce attrition caused by payment delinquency, credit card expiration and other customer-service related issues.
- Conceptualized, wrote and edited various marketing communications with focus on unifying messaging across multiple channels

EDUCATION

Northwestern University, Evanston, IL

Bachelor of Science in Speech/Communications

PROFESSIONAL CERTIFICATIONS

- *Inbound Marketing – Hubspot Academy*
- *Email Marketing – Hubspot Academy*
- *Direct & Interactive Marketing – DePaul Univ.*

ADDITIONAL SKILLS AND EXPERIENCE

- Microsoft Office Suite
- Brand positioning and architecture development
- Marketing Automation Platforms
- Public speaking
- Workfront platform administration