

Vincent Ammirato

My experience spans the digital marketing spectrum with a focus on SEO, sales conversions and automation. SEO best practices keep messaging customer-centric and top-of-mind. This helps grow one-time purchasers into lifelong customers and advocates. By focusing on sales conversions and the analytics that support them, I'm able to automate what works and improve what doesn't - quickly and at scale.

- Marketing Strategy
- Digital Marketing (SEO & PPC)
- Sales Enablement & Automation
- Consumer Journey & Conversion Rate Optimization
- Certified Salesforce Admin
- Analytics, Analysis & Reporting
- Ecommerce & Amazon
- Consumer Engagement & Product Improvement

Leadership Experience

Axio - October 2018 to July 2019

Axio is a cybersecurity company that provides cyber risk assessment, quantification and reduction services for Fortune 500 companies through their SaaS platform, Axio360. Notable clients include the USPS, Boeing, Mondelez, and Southern Company.

Marketing Director

Implement Salesforce best practices and automations across the entire Company with a focus on marketing automation and sales enablement. Attract and qualify leads through digital marketing, events, conferences, and list building.

- Worked directly with the CTO to build a custom lead and opportunity funnel to develop partnerships that resulted in over 80% of Company's YTD revenue and 95% of our user growth.
- Merged two existing company-owned databases to identify ideal customers.
- Created an event strategy and supporting Salesforce app to capture business cards and automates sales tasks.
- The above three initiatives increased qualified leads by over 250%
- Optimized and updated the Company's sales and marketing material to streamline the manual sales process. Time to close has already decreased by a full month this year (20%)
- Responsible for driving organizational buy-in and utilization of Salesforce.

Eventys Partners - October 2012 to October 2018

Eventys Partners is a product launch company that houses the capability to develop new products as well as bring them to market. Consumer, medical, and IoT products are the primary focus. Eventys Partners is the result of a merger in 2016 between Command Partners and Eventys.

Eventys Partners - Vice President of Strategy, Partners - January 2016 to October 2018

Oversaw all internal marketing strategy as well as sales processes for the Company. Responsible for unifying the marketing strategy for two recently merged businesses. Maintained at least 25% YoY revenue growth throughout tenure. Worked with a cross-disciplinary team of eight industry veterans to both market the company and improve the services the Company offered clients.

- Designed and implemented a new website and marketing strategy that drove more than a 350% increase in web traffic within a year after launch.
- Designed and implemented a new website and subscription management and payment portal for Inventors Digest, the longest running magazine dedicated to individual inventors. Traffic increased by 200% and increased print subscriptions by 45%.
- Developed advanced url forwarding technology that increased attribution for our PPC and Facebook Ad campaigns. This improved our ability to record commissions by over 25% as well as identify our most effective campaigns.
- Streamlined the web development and hosting process to reduce technology costs by over 50% and web development times by 3 weeks (about 25%).
- Automated sales process to increase qualified leads by over 140% and reduce time to close by over 35%.
- Regularly presented to groups of entrepreneurs and students as part of the Company's relationships with local colleges and universities.

Command Partners - Marketing Director, Partner - October 2012 to January 2016

Created and oversaw Command Partners marketing strategy for both the Company itself and its clients. Managed a digital production team responsible for 20% of company revenue as well as all internal marketing efforts. Had oversight of the Company's sales and marketing budget.

- During my tenure, Company averaged 50% YoY growth and was one of the Charlotte Business Journal's "Fastest Growing Companies" three years in a row from 2014 to 2016. This growth culminated with a merger with Enventys.
- Instituted a company-wide training program to improve our certifications and standing with Google.
- Developed a subscription-based website powered by Amazon S3 that created a new business line for the Company and increased revenue for a major client by over 75%.
- Was the first employee invited to become a partner.
- Ran all aspects of the company's IT infrastructure.

Additional Experience

Instructor, UNC Charlotte, Charlotte, NC 2008 to 2014 (nights)

I designed and taught a course on how to build and market websites. The curriculum focused on WordPress and Google Analytics. I was rated in the top 5% of university instructors during my 7 year tenure.

Internet Marketing Strategist, Alter Imaging, Charlotte, NC May 2010 to October 2012

Attracted and retained business for Company's web design clients by designing custom internet marketing solutions. Marketing channels included SEO, SEM, local search, media/ banner campaigns, and experiential.

Technology Program Manager, RE/MAX Executive, Charlotte, NC 2006 to 2010

I managed the entirety of the Company's internet and technology program. This included company websites, agent websites, and company email/intranet. Created a virtual tour service that produced 25 websites a week and served as the backbone of Company's SEO strategy.

Education

Georgia Institute of Technology, Atlanta, GA

Chemical Engineering & Computer Science, Attended.

Georgia State University, Atlanta, GA

Bachelors of Science in Secondary Math Education

Skills

Salesforce Certified Administrator. I am an expert at automating tasks to drive efficiencies across the organization (with a focus on sales and marketing). Automated tasks include: lead tracking and attribution; content marketing & automation; conversion rate & sales funnel optimization; as well as the creation and maintenance of board-level reporting dashboards.

Google Certified with years of proven success in Ads, Analytics and Apps. At Eventys Partners, my teams managed monthly spends for 20+ clients with monthly spend ranging from \$5,000 to \$50,000 a month. Annual spend on Google Ads averaged \$1.2 million and over \$5 million on Facebook.

Web information architecture. I evaluated, implemented and managed the web hosting system for Eventys Partners (and their clients) websites. This included DNS, security, backups, CDN configuration, and SSLs. Axio, a cybersecurity company, reviewed, approved, and migrated their website infrastructure to the same configuration I developed.

Cloud technologies. Major project experience with Amazon Web Services in general and their S3 service in particular. I have designed (or built myself) marketing and sales automation applications within Amazon, Salesforce, Infusionsoft and Heroku.

Development in HTML, CSS, MySQL, and PHP. I prefer to work with a development team to leverage my coding expertise. My contributions to a development project typically revolve around analytics/tag management and schema/markup. I also enjoy and excel at data modeling and visualization.

Digital Design and Art Direction. I created and improved countless websites during my 20 years in the industry.

Public speaking. I present 2-3 times a year to industry peer groups and marketing organizations.

Training. Not only did I instruct at UNC Charlotte, I was also responsible for training and development of employees at Eventys Partners. In addition, I drove Salesforce adoption and training at Axio.

Writing. I have supervised numerous copywriters as well as written articles on behalf of company leadership.