Gary Marcoccia

Digital Marketer,
Brand Builder

Personal Info

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LinkedIn Profile
linkedin.com/in/garymarcoccia

Timeline of Experience
directorofhelping.com#about

Hard Skills

Affiliate/Influencer
★★★★★

Brand Management
★★★★★

Content Curation
★★★★★

Copywriting
★★★★

Marketing Strategy
★★★★★

Social Media
★★★★

Professional Statement

Digital Marketer and Leader with more than 15 years of experience in Strategic Marketing, both client and agency side, focused on Brand Building and Customer Acquisition. Specialized in Affiliate, Influencer, and Social Media Marketing.

Experience

Jan 2001-Present

GravityFed, Co-founder/Chief Business Officer
- Created one of the first mountain culture websites in Utah dedicated to outdoor lifestyle.
- Launched and grew to profitability several additional lifestyle websites including The Daily POW.
- Executed re-brand and co-lead project management for platform development on flagship website.

Jul 2015-Jun 2017

Cornell University, Marketing Manager
- Produced marketing assets and collateral for Campus Life and Living at Cornell division clients.
- Managed the product development, roll-out, and marketing strategy for Cornell Dining Now.
- Created reporting framework for analytics and engagement on public-facing website tools and applications.

Oct 2005-Dec 2014

AvantLink, Co-founder/VP Marketing
- Executed go-to-market and demand generation strategies for innovative SaaS product(s).
- Created and managed annual marketing plans to sustain growth through start-up phase.
- Contributed significantly to milestones of "profitability" and "debt-free status" within five years.

Sep 2003-Oct 2005

Backcountry, Affiliate Program Manager
- Head of operations for the affiliate program during early growth stage for the company.
- Managed and provided support for hundreds of publisher relationships.
- Generated 6-8% of revenue with 60% of sale referrals being new-to-file customers.

Education

Sep 1991-May 1997

Alfred University, M.P.S. Community Services, B.A.
- Earned Bachelor of Arts in Criminology, Pre-Law.
- Earned Master of Professional Studies in Community Services.
- Discovered HTML through graduate school elective course work.

Areas of Expertise

Affiliate Networks, Ambassador Management, Blogging, Branding, Communications, Content Creation/Deployment, Copywriting, Ecommerce, Entrepreneurship, HTML/CSS, Influencer Platforms, Leadership, Management, Marketing Strategy, Outdoor Industry, Press Releases, SEO/SEM, Social Media

Collaboration Tools & Software

Assana, Assembla, Basecamp, Bootstrap, Dreamweaver, Google Analytics, HubSpot, Illustrator, MailChimp, Media Rails, Photoshop, Salesforce, Sharepoint, Shopify, Slack, Wordpress