

Gary Marcoccia [HTML](#) | [PDF](#)

Mobile# 435-659-4781 | garymarcoccia@gmail.com | [linkedin.com/in/garymarcoccia](https://www.linkedin.com/in/garymarcoccia) 

Digital Marketing Expert with over 15 years of experience in strategic marketing, both client and agency side, focused on **Brand Building** and **Customer Acquisition**. Specialized in **Affiliate Marketing**, **Influencer Marketing**, and **Social Media** and has held VP and Director level positions in established corporations, as well as start-ups.

Employment

[GravityFed™](#) – Co-founder, Chief Business Officer (2000 to Present)

Created one of the first mountain culture lifestyle websites in Utah. Responsibilities included launching and running the business, managing a team of writers, marketing, website development/maintenance, promotions, and local outreach.

- ✓ GravityFed™ launched an Influencer Marketing Platform for The Outdoors in 2017.

[Cornell University](#) – Marketing and Communications Manager (2015 to 2017)

Managed digital marketing assets for Campus Life and Living at Cornell division clients. Responsibilities included website(s) content, social media, contractor management, copywriting, and public relations.

- ✓ Developed media and promotional campaigns, booked entertainment, and mentored student staff.

[AvantLink](#) – Co-founder, Vice President Marketing (2005 to 2014)

Aggressively cultivated the brand from scratch and penetrated a competitive technology market online within five years. Roles were refined to demand generation, public relations, communications, planning, hiring, and staff development.

- ✓ Innovative marketing and leadership established the company firmly in the performance marketing industry.

[Backcountry](#) – Affiliate Program Manager (2003 to 2005)

Managed operations of the affiliate program during early growth stage for the company. Role included publisher relationship building, communications, on-boarding, retention, strategy, and planning.

- ✓ *Publishers generated approximately 8% of revenue during this period, with hundreds referring sales.*

Areas of Expertise

- **Affiliate** (Networks, Programs)
- **Business** (Execution, Marketing)
- **Communications** (Memos, Press Releases)
- **Content** (Creation, Deployment)
- **Copywriting** (Advertisements, Landing Pages)
- **Influencer** (Engagement, Platforms)

- **Management** (Hiring, Training)
- **Social Media** (Insights, Strategy)
- **Websites** (Analytics, HTML/CSS)

Education

- **Alfred University**, M.P.S. Community Services, B.A.

Portfolio/Websites

- DirectorofHelping.com, Independent Contractor / Marketing Coach
- TheDailyPow.com, Alta Video Blog
- SkiBumPoet.com, Personal Blog