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Marketing, content and product development expert uniquely positioned and eager to contribute innovative, new media methodologies with enthusiasm, professionalism and leadership.

Employment History

Director of Helping – Consultant (2015 to Present)

Trusted advisor and mentor for affiliate, influencer and content marketing campaign set-up, and strategy. The Director of Helping is dedicated to providing an engaged level of service that helps others succeed online.

- ✓ *Clients leverage two decades of Internet brand building, web marketing and business experience.*

GravityFed™ – Co-founder (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.

- ✓ *In 2017 GravityFed™ re-branded and launched an Influencer Marketing Platform for The Outdoors.*

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 public relations, marketing, 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 thousands referring sales.*

Areas of Experience

- **Affiliate** (Cost Per Sale, Networks, Publishers)
- **Brand** (Implementation, Management, Penetration)
- **Business** (Execution, Marketing, Start-ups)
- **Content** (Creation, Deployment, Management)
- **Copywriting** (Ads/Banners, Press/News, Websites)
- **Influencer** (Engagement, Outreach, Platforms)
- **Management** (Hiring, Guidelines, Training)
- **Outreach** (Bloggers, Brands, Influencers)
- **Websites** (Blogs, Bootstrap, User Flow)
- **Writing** (Agreements, Policies, Terms of Use)

Education

- **Alfred University**, Master of Professional Studies, B.A.