

Gary Marcoccia

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

Highlight

Co-founded AvantLink, and was an integral part of the brand's penetration as a technology leader in performance marketing. Played a key role in helping the company become profitable and debt free within five years.

Employment History

Director of Helping – Consultant (2015 to Present)

Founder and sole proprietor of a digital marketing agency specializing in affiliate, influencer and content marketing. The Director of Helping is dedicated to being a good mentor, providing quality service, preserving the integrity of web marketing and helping others succeed online.

- ✓ *Director of Helping's clients leverage over 17 years of online business experience in affiliate marketing, branding, communications, content, influencer marketing, outreach and PR.*

GravityFed – Owner (1999 to Present)

Co-founded one of the first outdoor lifestyle website communities related to skiing in the Utah mountains. Responsibilities involved all aspects of launching and then running the web-based business, including managing a team of writers, branding, marketing, website development/maintenance, promotions and local outreach.

- ✓ *In 2016 GravityFed re-branded as an influencer marketing outreach and marketing automation platform for outdoor industry brands.*

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

Content and digital marketing asset management for university Campus Life and Living at Cornell division clients. Responsibilities included website(s), social media, contractor management, copywriting, and producing/distributing national press releases.

- ✓ *Additional project management related to videography and photography (including 360-degree photography), event entertainment booking, student staff, and procurement.*

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

Co-founded what has become a respected affiliate marketing network. Working from home to save on costs, the founders were able to penetrate a competitive market within five years, and cash flow all subsequent growth. Roles were refined to public relations, branding, marketing, communications, planning, hiring and employee cultivation.

- ✓ *From a foundation of advanced technology and effective brand leadership, AvantLink has become a widely recognizable and respected company in the performance marketing space.*

Backcountry – Affiliate Program Manager (2003 to 2005)

Managed day-to-day operations and sales optimization of the affiliate marketing channel during a period of intense scaling and company growth. Among other online communication and branding components, this role included relationship building, communications, web-based recruiting, partnership retention and contribution of creative marketing insights.

- ✓ *During this time frame the affiliate program generated 8%-10% of company revenue annually with nearly 10,000 publishers referring customers and sales.*

Areas of Experience

- **Affiliate** (Cost Per Sale, Networks, Publishers)
- **Brand** (Implementation, Management, Penetration)
- **Business** (Execution, Marketing, Start-ups)
- **Content** (Curation, Deployment, Marketing)
- **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.