



ROCCO DEL GRECO | Chief Marketing Officer

917.671.8834 mobile | 646.867.2520 office | roccodelgreco@gmail.com
<https://linkedin.com/in/roccodelgreco>

SUMMARY

Rocco Del Greco is a high-achieving executive, strategist, educator, entrepreneur and philanthropist with extensive experience in marketing strategy and tactics, sales enablement, brand engagement, creative design communications, team engagement and research and learning systems. Rocco has built teams of creative thinkers and life-long learners throughout his career by fostering a mentorship-style workplace based on the zone of proximal development theory developed by psychologist Lev Vygotsky, where achievement and productivity are greatly enhanced through peer assistance and collaboration. Rocco allocates time to conduct learning sessions and masterclasses in the areas of professional sales, personal and corporate branding, marketing strategy and internet marketing. He has also taught college-level courses in marketing, advertising, retailing, public relations and entrepreneurship. Rocco's advocacy and interests include animal rescue and adoption, entrepreneurial ventures, technology development and application, alternative education systems, music education and early childhood development, community involvement with the arts, astronomy, meteorology, jazz music, improvisation and playing piano.

PROFESSIONAL SKILLSET

Strategic Execution and Analysis: strategic and tactical multi-year integrated marketing plans, KPI's and ROI targets, identify and scale new markets, market segmentation, competitive positioning, audience targeting, buyer personas, demographic and psychographic characteristics, cooperative brand partnerships, market share growth roadmaps, competitive positioning, customer insights/feedback, A/B testing, keyword and trend research, campaign performance metrics, lead sourcing, product conceptualization and development, product positioning, product packaging design, product activations, product channel placement

Brand Development: Long term brand equity, brand identity, brand principles, brand story, brand design standards, brand differentiation, retail design, visual merchandising, brand experience, new product launches, cooperative brand relations, brand acquisitions, rebranding campaigns

Sales Engagement: forecasting, data acquisition, mining and enrichment, lead acquisition and nurturing, sales funnel creation and management, inbound/outbound lead marketing automation, customer journeys, lifecycle marketing, relationship marketing, customer service, customer retention, customer loyalty, customer lifetime value, customer reactivations, customer referral programs, customer conquest, incentive development, cross- and up-sell opportunities

Digital and e-Commerce: web site development, search engine marketing (paid search, banner ads, analytics), organic SEO, conversion tracking and optimization, social media engagement, social selling, influencer marketing and relations, content development, CMS and LMS management, video streaming, online chat and messaging platforms, artificial intelligence and machine learning platforms

Creative Development and Production: multi-channel campaign development, production scheduling, mood and storyboarding, art direction, graphic design, 3D modeling, animation, brand consistency, photography, marketing collaterals, promotional messaging, content creation and copywriting (ad copy, social media content, blogs, case studies, white papers), direct response, email marketing, SMS marketing, multi-camera video production, video editing, streaming channels, out of home advertising (static and digital), point of purchase, indoor/outdoor signage, script writing, radio and tv spot production (terrestrial and digital/streaming), creative asset management, media management and planning

Publicity and Event Management: press releases, press and media relations, influencer and blogger management, reputation management, online reviews management, in person and virtual events (hosted and livestreamed), contests and sweepstakes, community relations, sponsorship development, trade shows, cause marketing, social responsibility, crisis management



ROCCO DEL GRECO | Chief Marketing Officer

917.671.8834 mobile | 646.867.2520 office | roccodelgreco@gmail.com
<https://linkedin.com/in/roccodelgreco>

Intracompany Communications: executive leadership, teaming initiatives, workflow and processes development, employee learning platforms and programs, employee onboarding, mentoring, internship programs, volunteer coordination, employee wellness campaigns, organizational newsletters

PROFESSIONAL EXPERIENCE

Chief Executive Officer and Chief Marketing Officer, 1995—

The New York Group, Inc., New York, New York

A full-service advertising and marketing communications agency with dedicated teams specializing in brand development, creative advertising, strategic and tactical marketing, sales development, publicity, web interactive, audio/visual production and content engagement; worked with clients nationwide to empower their brands, develop strategic positioning, enhance competitive advantages, expand target markets, build revenue and customer relationships, attract top talent, and achieve marketplace leadership

Graphic Designer, 1994—1996

Macy's Vendor Leased Departments, New York, New York

Integrated and developed marketing and promotional strategies for leased departments while maintaining the integrity and consistency of the Macy's brand and image through display advertising, radio production, sales presentation, collateral materials, and value-based incentive programs

Co-Founder and Software Developer, 1993—1996

Powersoft Solutions, Inc., Douglasville, Georgia

Developed and marketed proprietary software for Yamaha digital pianos with distribution in the United States, United Kingdom, and Australia

Marketing Consultant, 1992—1996

Steinway & Sons Piano Company, New York, New York

Developed a comprehensive sales support strategy involving one-on-one customer relationships through presentation packages, direct mail campaigns, factory sales promotions, referral incentives, concert and recital development, and sales staff support

BRAND EXPERIENCE

Acura
Apple
Audi
Bloomingdale's
BMW
Buick
Cadillac
Chevrolet
Dodge
Ethan Allen
Ford
Jaguar
Jeep
Four Seasons Hotels & Resorts

Google
Honda
Hyatt Hotels
Humane League
Hyundai
Ikea
Infiniti
Kia
Land Rover
Leukemia & Lymphoma Society
Lexus
Lincoln
Macy's
Mercedes-Benz

Mazda
Mini
NAACP
Nissan
Porsche
Preferred Hotels & Resorts
Shu Uemura
Steinway
Subaru
Tiffany & Co.
Toyota
Volkswagen
Volvo
Wildlife Conservation Society
Yamaha



ROCCO DEL GRECO | Chief Marketing Officer

917.671.8834 mobile | 646.867.2520 office | roccodelgreco@gmail.com
<https://linkedin.com/in/roccodelgreco>

APPLICATIONS & PLATFORMS

Applications

Adobe After Effects
Adobe Audition
Adobe Dimension
Adobe InDesign
Adobe Illustrator
Adobe Lightroom
Adobe Photoshop
Adobe Premiere Pro
Adobe Rush
Adobe XD
Apple Final Cut Pro
Apple Logic Pro
Apple Motion
Boxshot
Cinema 4D
Filemaker Database
Microsoft Office 365

Web & eCommerce

BigCommerce
Buzzsumo
Facebook Ads
Google Ads
Google Analytics
Hootsuite
Magenta
Moz
SEMrush
Shopify
SpyFu
SendGrid
Squarespace
TikTok Ads
Twilio
Wix
WooCommerce
Wordpress

Outreach & Automation

Apollo
Cision
Constant Contact
HARO
Hubspot
Leap (Infusionsoft)
Mailchimp
Marketo
Meltwater
Muck Rack
Qwoted
Salesforce
SalesIntel
Zoominfo

PRESENTATIONS & SPEAKING ENGAGEMENTS

360° Customer Service

Empower employees to assist clients at all levels of an organization

The Social Corporation

Implementation roadmap for corporate social media and its relevancy to marketing strategy

Marketable Moments

Principled approach to Customer Relationship Marketing using strategically-planned one-to-one experiences to deliver exceptional customer interactions

Experiential Retailing

Creating tangible marketing experiences, standards of presentation, and customer service touch points

Corporate “Response-Ability”

Strategy session on corporate philanthropy and achieving balance between contribution, exposure and commitment when working with nonprofit, charitable, and community organizations

Marketing and Sales “Content-ment”

Creating and organizing corporate knowledge and marketing resources into delivery systems

Client “Retention-ship”

Defining nurturing relationships with clients to build share of customer, retention, and satisfaction

A Brand Named You – The Benefits of Personal Branding

Approach to developing a marketable identity for corporate executives, management, sales teams, and service departments



ROCCO DEL GRECO | Chief Marketing Officer

917.671.8834 mobile | 646.867.2520 office | roccodelgreco@gmail.com
<https://linkedin.com/in/roccodelgreco>

EDUCATION

Fielding Graduate Institute, Santa Barbara, California
Doctoral Candidate, APA-Accredited Program in Clinical Psychology

Columbia University, New York, New York
Master of Arts in Psychology

Hofstra University, Hempstead, New York
Master of Science in Education, 1994
Bachelor of Science in Marketing, Merchandising and Music

CERTIFICATIONS, AFFILIATIONS & AWARDS

Queens County Business Leadership Award, Former NYC Mayor Michael Bloomberg
New York State Certified Teacher, Permanent License
Up and Coming Marketing Executive Award, LI Advertising Club
Eating Disorders, Schneider Children's Hospital, Doctoral Intern
Phobia Anxiety Outpatient Clinic, Hillside Hospital, Graduate Intern
American Psychological Association Graduate Affiliate
Yamaha National Music Festival, First Place
Community Leadership and Citizenship Award, Green Point Bank

VOLUNTEER INVOLVEMENT

CAMP - Marketing Apprenticeship Internships, Forest Hills, New York
Developed an intensive graphic design, copywriting and business administrative program for college seniors and recent graduates of Nassau Community College, Hofstra University, Adelphi University, CW Post University, New York University, Columbia University, and Parsons School of Design

Nassau County Museum of Art, Roslyn Harbor, New York
Provided advertising and marketing support, strategy for fundraising, and co-developed the Women's Executive Network, an elite business group founded to increase awareness and funding opportunities

Cohen Children's Medical Center, New Hyde Park, New York
Provided individual and family counseling and support services for children, adolescents, and young adults with anorexia nervosa, bulimia nervosa, and avoidant/restrictive food intake disorder (formerly Schneider Children's Hospital)

Peter Terian Foundation, Roslyn, New York
Co-developed a fine arts scholarship, that later developed into a 501(c)(3) non-profit, in honor of Peter Terian that supports high school students pursuing a college degree in the fine arts

Your, Ours, and Mine Community Center, Levittown, New York
Provided literacy instruction to children of the local community

ADVOCACY & INTERESTS

Animal rescue and adoption, entrepreneurial ventures, technology, alternative education, early childhood development, arts in the community, jazz music, playing piano, astronomy, meteorology