

## **ROCCO DEL GRECO | Chief Marketing Officer**

110-21 73rd Road, Suite 2J, Forest Hills, Queens, New York City 11375  
917.671.8834, mobile | 646.867.2520, office | roccodelgreco@gmail.com  
<https://www.linkedin.com/in/roccodelgreco>

### **ABOUT ROCCO**

Rocco Del Greco is a high-achieving marketing communications, revenue growth 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, inboard/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

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**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—2022**

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

A full-service 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

## **TEACHING EXPERIENCE**

### **Adjunct Instructor, Marketing, Management and PR, 2012—2020**

Nassau Community College, Garden City, New York

## **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

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### **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  
Microsoft Office 365

#### **Web & eCommerce**

BigCommerce  
Buzzsumo  
ContentStudio  
CSS  
Facebook Ads  
Google Ads  
Google Analytics  
Hootsuite  
HTML5  
Magenta  
SEMrush  
Shopify  
SpyFu  
Squarespace  
Wix  
WooCommerce  
Wordpress

#### **CRMs &**

#### **Marketing Automation**

Benchmark (Hatchback)  
Cision  
Constant Contact  
Hubspot  
Leap (Infusionsoft)  
Mailchimp  
Meltwater  
Salesforce

#### **Productivity**

Asana  
Basecamp  
ClickUp  
Monday  
Quickbooks  
Trello

### **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

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## **EDUCATION**

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

**Teachers College 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 Scheider 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

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## **REFERENCES**

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