

Gregory Ciano

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Highly organized, results-driven team player experienced in producing digital marketing materials and then analyzing its effects on business.

Professional Experience

MEALEY'S FURNITURE Warminster, PA JUN 2011 - PRESENT
Digital Marketing Specialist

Maintaining and analyzing the online presence for a 6 showroom furniture chain.

- Utilizing critical thinking to significantly improved SEO through changes to the website.
- Communicating with Marketing Director to create her vision of design for weekly eblasts, then coding and scheduling to send through Listrak, the online email content management system, to our more than 70,000 name list.
- Creating weekly digital ads to be broadcast through the websites of our various vendors.
- Maintaining statistics for our SEO and PPC standing, eblast results, digital ad results, number of new customers and number of new emails collected through sales which I then report weekly to the team.
- Self-managing my day to ensure that the design of home page banner, buttons, among various other graphic elements based on our circular's art are created and then implemented to the website.

FREGGIE PRODUCTIONS Hightstown, NJ SEPT 2002 – JUNE 2011
Owner / Operator

Create dynamic, eye catching web design, graphic design, and video production for corporations, special events and theatrical productions.

- Created my marketing materials for print and online advertisement.
- Cultivate relationships with customers who utilized my company year after year.
- Produced *The Adventures of Dave & Augie* which was contracted to be sold through several e-tail locations such as Amazon, Library Video Company, MidWest Tapes, and Eastern National, the buyer for the United States National Parks.
- Several episodes of *The Adventures of Dave & Augie* video production featured in film and television festivals.

Skills

Software: Photoshop CS6, Dreamweaver CS6, Illustrator CS6, InDesign CS6, Premiere Pro CS6

Code: HTML5, CSS3, JavaScript (basic knowledge), PHP (basic knowledge)

Key Knowledge: Digital Content Design, SEO & PPC Optimization, Blog Authoring, Content Delivery & Distribution, Social Media Management, Video Production

Education

DEVRY UNIVERSITY – FORT WASHINGTON, PA
Bachelor Degree in Web Development. Completed December 2013 – GPA 3.8