

Gregory Ciano

Video Content Producer

Digital Marketer with 9 years of experience. Managed a team to create a strong web presence. Looking to leverage my experience to produce strong marketing videos from inception to final product.

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Hightstown, NJ

gregoryciano.com

WORK EXPERIENCE

Digital Marketing Manager

Tarantin Industries

(Propane Industry B2B Equipment Supplier for Eastern Seaboard)

November 2014 : Present

Freehold, NJ

- Managed a web team of four plus a freelance graphic designer.
- Consistently raised website's SEO traffic year over year by 20% and it's sales by 15%.
- Drove marketing activities for both digital and print.
- Raised our social media presence across several platforms by 8% per year.
- Worked with a third party vendor to update and monitor ads that raised our SEM by 15% per year.
- Wrote blogs and edited Sales Reps blogs on a variety of propane based topics.
- Created monthly eblast newsletter, and pdf companion, for our Big Green Egg line.

Digital Marketing Specialist

Mealey's Furniture

(Six Store Furniture Retailer)

June 2011 : October 2014

Warminster, PA

- Compiled, analyzed and reported website and social media analytics to Marketing Director
- Involved in decisions to significantly improved website SEO.
- Created and coded weekly eblasts based on Marketing Director's vision of design.
- Creating weekly digital ads.
- Self-managing my day to ensure that all graphic elements are created and then implemented to the website.

Owner/Operator

Freggie Productions

(Video Production Company)

September 2002 : June 2011

Hightstown, NJ

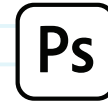
- Created videos for corporations, special events and theatrical productions.
- Cultivate relationships with customers who utilized my company year after year.
- Created marketing materials for print and online advertisement.
- Produced award winning DVD series *The Adventures of Dave & Augie* which was contracted to be sold through several online stores.

SKILLS

Technology



Premiere



Photoshop



Media Encoder



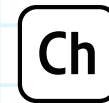
Illustrator



InDesign



Dreamweaver



Character Animator



Joomla



WordPress

Marketing

SEO

Content Creation, Organizing eShop, Backlinks

Digital Ads

Google, Facebook

Email Marketing

MailChimp, Constant Contact, Listrak

Social Media

Facebook, Twitter, YouTube, LinkedIn, Instagram

Personal

- Easily able to switch tasks even midway through first task
- Thrive on working in a group, but can also work independently
- Working to short lead times
- Very organized. I keep my own to-do list to keep it all straight.

Interests



Writing & Directing
Children's Theater



Reading



Crossword Puzzles



Barbecuing