

Michael Zarcone

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Work Highlights: [Demo Reel](#)

Professional Summary

Marketing is about adapting to change, and the only way to generate change is to dive into it, move with it, and join the dance. Part matchmaker, technologist, product expert, and artist, I'm a creative and analytical marketer with a track record of scaling digital practices and brand presence. With over 10 years of marketing experience within emerging media, I'm known to compliment executive teams with a progressive attitude and a team building management style that easily integrates culturally and cross functionally. I've successfully trained a digital sales team to produce over \$196M YOY, directed the creative for award-winning marketing campaigns, launched and sold several SaaS platforms, lead an influencer management team to produce over \$10M in social campaign endorsements, and developed sales strategies leading to multi-million-dollar media partnerships. As a marketer, I aim to help amplify cultural and brand awareness by creating new touch points that connect with audiences through art, music, sport, design, digital media, and entertainment to produce powerful brand narratives and experiences.

Competencies

Digital, Content, Influencer, Social Media, and Integrated Marketing Strategy, Product Launches, Brand Experiences and Story Telling, Project and Production Management, Audience Targeting and Segmentation, Team Management and Leadership

Experience

VP of Marketing and Sales Strategy, Speakr - Los Angeles (April 2016 - Present)

Head of marketing and sales strategy for leading global influencer agency and emerging talent management platform.

- Sought, signed, and activated relationships with art, TV, film, sports, music, and media influencers and celebrities
- Staffed, oversaw and managed cross-functional operations across sales, product, marketing, business development, and account management to establish priorities and ensure company goals are met
- Supervised relationships between talent, management, and advertisers to foster growth, initiate transparency of deliverables, provide best practices, and operational guidance from initial pitch to campaign launch and reporting
- Developed all influencer related strategies, methodologies, best practices, and content for website, blog, online communication, and written assets such as case studies, emails, newsletters, and technical white papers
- Created strategic influencer discovery and portfolio management process called Persona.iD, which drove an average 3x in campaign performance above benchmarks by identifying influencer types based off campaign KPIs, contextual characteristics, and audience demographics
- Implemented demand strategies and pipeline targets that led to contracted media spends of up to \$11M with partners such as AT&T, Nissan, Meredith, Time Inc., CondéNast, OMD, and HAVAS
- Supervised daily management of all marketing channels, including SEO, PPC, email, and social media platforms and increased email open rates by 33%, inbound lead generation by 48% resulting in over \$110M in RFPs received, and new website visitors traction by 86%
- Achieved company globalization by creating influencer activation processes with global enterprise partners

Director of Marketing, Adcade (acquired) - New York (May 2014 - Jan 2016)

Lead the hyper-targeted marketing efforts for the first mobile responsive rich media digital creative platform.

- Produced all videos, events, content, and PR stunts
- Increased traction by 400% through custom built user acquisition channels and growth techniques
- Secured two IAB Mixx Awards for company's superior tools, tactics and platform advancements
- Launched AdScript™, the first coding language for mobile advertising, as well as Epoch™, the first mobile rich media creative platform, and LightSpeed™, the first PSD to HTML5 converter

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Senior Marketing Programs Manager, Sizemek (f.k.a. Pointroll) - New York (Jan 2012 - May 2014)

Developed sales and marketing programs for second largest rich media ad server in North America.

- Trained and supported national sales team to produce over \$196M in digital ad sales annually
- Produced all live events, training programs, webinars, product launches, video content, digital and print campaigns
- Crafted and delivered benchmark reports, one-sheets, case studies, white papers, infographics, and sales decks

National Sales Strategy Manager, Sizemek (f.k.a. Pointroll) - New York (June 2010 - Jan 2012)

The first point of contact to help Fortune 500 brands craft rich media campaign strategies.

- Responsible for crafting creative rich media advertising strategies for internal and external clients
- Created and presented pre, mid and post-campaign reports
- Responsible for qualifying, fulfilling, following up, and converting all inbound sales leads and RFPs

Marketing Manager – Caribbean Vacations, American Express - New York (April 2009 - June 2010)

Produced marketing programs for American Express' extensive portfolio of hotel, airline and tourist board clients.

- Developed global ad campaigns, travel programs, and sales promotions targeting American Express Card members
- Grew relationships with hoteliers and tourist boards in the Caribbean, Europe, South Africa and Mexico
- Managed all communications between sales, product, ad ops and creative services to execute marketing campaigns

Marketing Manager – Caribbean Vacations, Delta Air Lines - New York (May 2008 – April 2009)

Launched Delta Air Lines' vacation brand and produced award winning ad campaigns with hotel and destination partners.

- Creative producer of all online, print and video content
- Responsible for copywriting campaigns for Caribbean hoteliers and tourist boards
- Managed campaigns from start to finish including content syndication, budgeting, pace reports, and media buying

Sports Apparel Marketing & Licensing Experience

Cofounder / Sales and Marketing, Lacer Headwear – Oahu, Hawaii (June 2011 – April 2016)

Developed and directed growth marketing strategy for multi-patented sports licensed headwear brand.

- Secured licensing and marketing agreements with leading US cap manufacturers, professional sports leagues (NFL, NBA, & NHL) as well as celebrities including Bruno Mars, Jaden Smith, Macklemore, and Floyd Mayweather
- Negotiated and contracted wholesale and retail distribution deals with Lids, Footaction, Footlocker, and Finishline
- Developed and managed all company digital channels and programs including [lacerheadwear.com](#), [lacercustom.com](#), all social platforms, SEO, PPC, email automation, influencer and retargeting campaigns
- Trained and managed up to 10 sales reps, as well as 4 international distribution groups
- Acquired 2 baseball cap patents and grew the company from infancy to generating over \$2M in revenue
- Sourced, designed, manufactured, and packaged all company products

Awards

- Gold Magellan Award, Travel Weekly, August 2009
- Gold Adrian Award, Travel Weekly, August 2009
- Silver Magellan Award, HSMIAI, March 2009
- Silver IAB Mixx Award, IAB, August 2014
- Bronze IAB Mixx Award, IAB, September 2015

Education

TEMPLE UNIVERSITY, Philadelphia, PA (2001-2005) - Bachelor of Science, Media and Communications

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