

# Mark Centoni, Marketing Manager

mark@markcentoni.com | www.markcentoni.com

---

*Solutions driven Marketing Manager with 8 years experience working in multiple areas of marketing and analytics looking to round out my experience with a deeper understanding of marketing analytics.*

## EXPERIENCE

### **Marketing and Business Development Manager, Andreini & Company**

*January 2006 to present*

---

***Branding, lead generation, acquisition and retention for 200 employee insurance brokerage with 50 sales reps.***

#### **Analytics**

- Setup and reporting in Google Analytics for company's only B2C online sales channel. Analyze data in Excel, create and present recommendations on site optimization, marketing campaign optimization and revenue projections to executive team and project team. Visitor, content, source and conversion metrics.
- Setup and reporting in Google Analytics for informational main brand site.

#### **Email and Direct Mail**

- List management, content creation, vendor management, campaign monitoring, lead management and reporting.

#### **Event Marketing**

- Manage webinar, seminar and event marketing: planning, communication campaigns, collateral creation, promotions and lead management.

#### **Advertising & PR**

- Create content and manage relationships for print ad and PR efforts.

#### **Business Development Partner Programs**

- Exchange value added information and leads with business development partners and business service providers.

#### **Web Design and Coding**

- Design, code and manage content on informational and ecommerce sites.
- Currently managing the redesign of the main site to facilitate rapid content management, contextual content delivery, landing page optimization, improved campaign tracking, institute blogging and social media strategy and reduce overall maintenance costs.

#### **Marketing Communication**

- Greatly increased the speed and efficiency with which the company can take advantage of changes in market conditions with professional, cohesive communication campaigns.
- Research, analysis, design and copywriting for data sheets, brochures, conference materials, emails, proposal templates and slide presentations.

#### **Vendor Management**

- Establish and manage vendor relationships with email campaign management, print, web development, content licensing, telemarketing and

#### **Client Information Services**

- Manage both internal and client facing information services and train internal employees and clients on the theory and practice of their use.

#### **Marketing Strategy**

- Built all marketing channel programs from the ground up: email, seminar/webinar, direct mail, advertising/pr and telemarketing. Developed processes, researched tools and established vendor relationships, created or sourced content, instituted lead management and monitoring strategies.
- Recommend marketing strategy to executive based on market/environment changes, internal and external data.

# Mark Centoni, Marketing Manager

mark@markcentoni.com | www.markcentoni.com

---

## Freelance

December 2009 to present

---

### **Web design, development, copywriting and email marketing**

- Design, development: Di D'Angelo Italian Cuisine
- Design, development, ecommerce, consultant: Sentou Clothing Company
- Design, Wordpress development, SEO, web marketing, content: Brown Liquor blog

## Risk Analyst, Andreini & Company

April 2004 to January 2006

---

### **Analyzed risk, loss and financial data for our largest risk management clients.**

- Developed new report formats to describe client companies to insurance companies in insurance submissions.
- Created in-house insurance rating tool to easily estimate Workers' Compensation premiums.
- Forecasted loss projections
- Kept detailed models of alternatively financed insurance plans and provided progress reporting for clients.
- Created sales material for risk management and alternative financing products and services.
- Managed client facing and internal information and analysis technology products and services.

## Marketing Coordinator, WebTutor Products, Thomson Learning

September 2002 to April 2004

---

### **Managed print, email and event marketing projects for two product lines**

- Delivered webinar training to new clients
- Administered product trials and prospect follow up communication
- Coordinated event marketing materials and participate in event presence

## SKILLS & PROFICIENCIES

- MS Excel, Access, PowerPoint
- HTML/CSS/Javascript/PHP/MySQL
- SQL
- Graphic Design/UI Design
- Copywriting
- Adobe Creative Suite (InDesign, Illustrator, Photoshop, Fireworks)
- Drupal, Wordpress, Magento and other CMS's

## EDUCATION & CREDENTIALS

- Bachelor of Sciences in Business Administration, Emphasis in Marketing Management, California State University Hayward, June 2002
- Continuing education HTML/CSS/Javascript/PHP/MySQL, Graphic Design coursework
- Licensed Property & Casualty Insurance Broker in the state of California, continuing education in Insurance, Risk Management and Loss Control

References & Work Samples available upon request.