

Anthony Froio MBA



EXPERIENCE

DIGITAL MARKETING SPECIALIST @ Rolf C. Hagen, 2017 -

Identify trends in the aquatics market and organize content to meet deadlines (Feedly, Trello).

Conduct keyword research to identify opportunities for increasing organic traffic (Screaming Frog SEO).

Plan and execute content for social media calendar (Google Sheets).

Collaborate with third-party web development and design agencies.

Setup and optimize PPC and remarketing campaigns (Google AdWords).

Create CPC advertising campaigns using strategic custom audiences (Facebook Ads).

Track, measure and report performance of all digital marketing campaigns (AdWords, Facebook Ads, Dasheroo).

Create, launch and track performance of mobile-friendly email marketing campaigns (Mailchimp).

Evaluate market conditions and benchmark against competitor data (Alexa).

Track and respond to inquiries from Facebook, Twitter and YouTube (HootSuite).

MARKETING ADVISOR @ VICARA CONSULTING, 2010 - ONGOING

Conduct keyword research and recommend SEO strategies.

Build, launch and optimize online ad campaigns.

Create, launch and analyze performance of websites and e-newsletters.

Establish online marketing objectives and manage client relationships.

Coordinate production of marketing materials with third-party suppliers.

Create databases for prospect management, sales tracking and budget allocation.

OBJECTIVE

Seeking the opportunity to join a dynamic team, learn new skills, and help attract new customers.

SKILLS

SOFTWARE

Google Analytics

Screaming Frog

Google AdWords

Facebook Ads

HTML / CSS

SEO / SEM

Illustrator

Wordpress

MailChimp

MS Office

Dasheroo

Alexa

Feedly

Trello

SuperMetrics

Hootsuite

Slack

Asana

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EXPERIENCE

AD OPTIMIZATION ANALYST @ VALNET, 2016

Setup the delivery and targeting of ad waterfalls for top-tier ad networks (Google Ad Exchange, Facebook Ads, AdSense).

Created Excel dashboards to analyze hourly data, visualize bid densities, and optimize the performance of ad placements.

Recommended ad serving strategy to increase page speed, ad revenue and minimize impression loss.

Provided insights in the development of a custom reporting dashboard for visualizing ad performance.

Built a Wordpress website (multi-site) for testing page layouts and ad serving plugins.

MARKETING DIRECTOR @ INTEMA SOLUTIONS, 2015

Developed strategic marketing plan focused on sales growth and brand awareness.

Managed trade show logistics to maximize lead generation.

Oversaw daily activities of marketing coordinator.

Analyzed market trends and identified new opportunities for growth.

Recommended software tools to encourage inter-departmental collaboration & ideation.

Developed trade show content and automated messaging through social media networks.

MARKETING MANAGER @ LAVICA COFFEE, 2014 - 2015

Conducted keyword research and on-going analysis of customer preferences.

Organized and managed paid ad campaigns to increase sales.

Created reports to track sales, returns and customer satisfaction.

Implemented e-commerce strategy and developed working relationship with affiliates and digital agencies.

Managed production calendar to ensure timely delivery of marketing materials to retailers.

Coordinated promotional materials across social media and online advertising channels.

SKILLS

PERSONAL

Analysis

Flexibility

Autonomous

Organization

Communication

Project Management

Detail Oriented

Problem Solving

Customer Service

Team Player

Creative

Insightful

Resourceful

Strategy

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EXPERIENCE

MARKETING MANAGER @ KLF MEDIA, 2013 - 2014

Developed and managed content for e-commerce websites.

Designed and launched email marketing campaigns for B2C.

Refined pricing strategy to increase customer acquisition through referral program.

Optimized user-experience and communication strategy across online platforms.

Conducted research and surveys to identify trends and preferences in the market.

ACCOUNT MANAGER @ MISSION ITECH HOCKEY, 2006 - 2008

Developed working relationships with sales representatives and retailers.

Managed \$3 million territory and followed-up on general public inquiries.

Created proposals and development projects to promote sustainable growth.

Left position to pursue MBA at the John Molson School of Business.



EDUCATION

MASTERS OF BUSINESS ADMINISTRATION @ JOHN MOLSON SCHOOL OF BUSINESS CONCORDIA UNIVERSITY, 2010

Partial course list: Entrepreneurship, Strategic Marketing, Management of Technology, Accounting, and Business Strategy.

GRADUATE DIPLOMA IN SPORTS ADMIN @ CONCORDIA 2006

BACHELOR OF ARTS, ECONOMICS MAJOR @ CONCORDIA 2003

ABOUT ME

INTERESTS

Cooking

Technology

Health

Animals

Home Renos

Travelling

ACTIVITIES

Golf

Reading

Hiking

Tennis

Hockey

Yoga

VOLUNTEERING

PRODUCT LAUNCH STRATEGY @ Reebok

Developed product launch strategy for new CCM skate as final project for MBA course: Strategic Marketing.

PARTNERSHIP PROGRAM @ Air Canada

Developed program to promote partnerships for Maple Leaf Lounges as project for MBA course: Entrepreneurship.

MBA CASE COMPETITION @ Concordia

Judge coordinator and team host supervising participants during the John Molson MBA Case Competition.