

Joseph Michael DeLeo
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Education:

- Master of Science (MS) in New Media Management – July 2009 – August 2011 Syracuse University, Syracuse, NY
- Bachelor of Business Administration (BBA) in Sport, Event & Hospitality Management – August 2004 – May 2008 The George Washington University, Washington, DC

Areas of Expertise:

- Digital Marketing
- Content Creation – Blogging, Podcasting, Video Editing and Production
- Social Media Marketing
- E-mail Marketing & Marketing Automation
- Strategy – Website Design, Development, and Analysis
- Project Management

Work Experience:

Customer Journey Agent – November 2016 – Present Viessmann Manufacturing, Warwick, RI

- Development and publication of original content including website editorials, social media, case studies, and video
- Earned employee of the month honors
- Leading in house video production from shooting, editing, and publication.
- Grow, develop, and drive leads to sales teams through original content and lead capture tools such as Sumo to meet sales goal of \$41.4 million.
- Enhance customer experience by improving experience through contextual messaging – moving from a product focus to a people/solution focus
- Event Planning and Management of local and national tradeshow and conferences
- E-Mail Marketing & Marketing Automation through Pardot including newsletters, landing pages, campaigns, and forms

Marketing Associate – March 2016 – June 2016 Parthenon EY, Boston, MA

- Write, develop and publish Thought Leadership content to website
- Manage all aspects of social media platforms and growth of channels

Marketing Manager - July 2014 - November 2015 SGS Galson Laboratories, East Syracuse, NY

Sales & Marketing assistant - November 2011 - July 2014

- Responsible for steering sales and marketing initiatives, including developing materials for 11 locations across North America. Promoted to the role of Marketing Manager, recognized for creative insight and expertise in supporting complex marketing projects and campaigns. Authored and designed press releases, online advertisements, web content and print materials.
- Headed the strategic planning and execution of email marketing campaigns, resulting in an extensive email subscriber list of more than 13K clients.
- Enhanced the company's social media presence, building brand awareness through various platforms, including Twitter, Facebook, LinkedIn, YouTube, and Google+.
- Improved the efficiency of business development operations by managing the CRM system and generating reports on the performance of Sales Managers.
- Cut the marketing budget by \$50K within a 2-year period, 30% reduction in cost savings, while securing long- term cost efficiency and creative growth through coaching junior marketing personnel.

Graduate Assistant Coach – Men’ s Rowing Team - August 2008 to June 2011
Syracuse University Athletics, Syracuse, NY

- Collaborated with the Head and Freshman Coaches to organize practices, home regattas and alumni events.
- Assisted with NCAA athlete recruitment initiatives while maintaining the university’s boathouse, on-campus facilities, and \$500K in equipment
- Coached undefeated crews in duel races, winning Eastern Athletic Rowing Championships in Men’s Open Four.

Other Work Experience:

Tennis Coach – August 2016 - November 2016 Lincoln School, Providence, RI

Rowing Coach - Navy Rowing Camp - June 2016 US Naval Academy, Annapolis, MD

Extracurricular Educational Activities:

- *Leo Training, LLC – August 2014 - Present*

Niche training business focusing on endurance athletes in rowing and triathlons. Aim is to rehab clients from injury and lead them to their best performances. Podcast and content available at www.leotraining.io

- *Personal Trainer, CORE Studios, Pawtucket, RI – December 2015 – Present*

Design exercise programs for successful rehab of clients with improved movement, health, and reduction in pain.

- Active rower at the Narragansett Boat Club (NBC), East Side, Providence, RI

- Rowing Coach – Masters Rowing - Summer & Fall 2013-2015 - Cazenovia Rowing Club, Cazenovia, NY

- Certified Strength & Conditioning Specialist - National Strength and Conditioning Association

- Functional Movement Systems Level 2 - Functional Movement Systems

- RockTape Functional Movement Taping Level 2 -RockTape

- StrongFirst Girya I – StrongFirst

- StrongFirst Bodyweight Instructor - StrongFirst

- Barefoot Training Specialist® Level 2

- CPR/AED Certification - American Red Cross

Technical Skills:

Content Management Systems: Wordpress, Adobe AEM

Marketing Software: Constant Contact, Infusionsoft, Act-On, Mailchimp, Pardot

CRM: Salesforce, SalesNow

SEO: Google Adwords, Metatagging, Keyword analysis

Design and Writing Software: Adobe Creative Cloud, Adobe Photoshop, Adobe Premier Pro, Adobe After Effects, iMovie, Garageband, Microsoft Word, Microsoft Excel, Microsoft Powerpoint

Social Media Profiles:

[Facebook](#) - @Joseph.Michael.DeLeo

[Twitter](#) - @JDeLeo

[Instagram](#) - @leotraining

[LinkedIn](#) - @Joseph DeLeo