

digital, advertising, promotion, and sales. Close to 50,000 members alumni and growing. Do and control all payroll, accounting, and operations daily. Located inside of The Inn of the Patriots.

- Instructed and graduated with 5,074+ students since it's opening to date in the cooking school, which also feeds the shops and museum sales. Create any classes, including art, kids, and history-based. We are ranked in the top 3% of hotels and museums worldwide.
- Create and host large dinners centered around historical themes and dishes, costumed guest speakers in first-person and fund-raising events generating as much as \$567,000.00 in one night.
- Work with the past five Presidents totaling 25 years – massive Rolodex on LinkedIn for the benefit of the company.
- Direct access into the 2% globally for investment, endowment, participation, and visitation.
- Develops talent into more significant roles regularly and gains siloed stakeholders to get them on the mission and through obstacles and solutions together. Group work a specialty energizing the highest level of bonuses and awards never seen. Known as the "Monty Hall" of leadership for the benefit of the team members.
- Designed dozens of awarded exhibitions and collections from cradle to opening day. Conceptualizes and synergizes with the team for all-new ideas that shatter typical museum-like behavior in a presentation.
- AAA Diamond ranked winning the Diamond Housekeeping Award. LUX Magazine of Europe featured, front-cover, multi-year winning property, 2016 to present. The best culinary attraction for the Eastern Seaboard of 2020.
- Featured as a prize, five times, to 140 million viewers on Wheel of Fortune for free. An organic earned media expert. Developed the "Night at the Museum" program with breakfast. Developed and marketed numerous Outlander and colonial weekend events across the entire spectrum of skills, recipes, weapons, dress, and heritage professions.
- TV, web, movie design, trademarking, Buffer, IFTTT, Hootsuite, SproutSocial, Pagemodo, TweetDeck, Raven, SocialBro, BuzzSumo, Everypost expert. Google Analytics, Adobe Analytics, insights, shopper, customer, analytics, technology, campaign, Tableau, SAS, CRM, database, acquisition, retention, marketing, digital, SEM, SEO, paid search, display, dashboard, Omniture, site catalyst, web analytics, CoreMetrics, WebTrends, websites, Google Tag Manager, Tag Manager, Dynamic Tag Manager, HTML, and CSS used to produce intense financial returns.

North Carolina Department of Commerce – Grover, NC

2012-2019

Chairperson of the Board, Tourism Development Authority (TDA)

- Helped Cleveland County into the top 10 list for tourism, out of 100 counties, at \$106 million per year+. Outstanding interpersonal, written, and verbal skills. A keynote speaker flying worldwide (app \$7,500.00 per engagement).

King Marketing of New York, Ramada, Marriott, & Wyndham Hotels – New York, NY

2004-2008

Chief Marketing Officer, Hotel General Manager

- Led and coached teams to reposition, renovate, and operate hotels and resorts in the most attractive markets and provide services that allow resorts to achieve robust growth and generate more revenue month after month. Wrote manuals, created efficiencies, and established standards ensuring long-term success. At times, 1099 as Mongiello Associates Strategic Marketing firm. **Helped client billionaire Philip Anschutz's Examiner websites & 100+ newspapers into a top 50 website on earth** now AEG and AXS - via SEO and SEM. Named one of the fastest-growing sites by Nielsen. Grew faster than the other top 30 news sites in the USA, increasing page views more than 342%, attracting 7,569,000 unique users - we received 20.8 million unique visitors in a month with 60.1 million page views served (Omniture). Adding over 3,000 articles a day, we grew the library to 1.5 million pieces of content.
- Fortune 500 clients with sales and marketing to a 28% profit increase. Presentations, all design, sales pitches, campaign rollout, promotion, publicity, advertising, marketing, and creation.

ADDITIONAL EXPERIENCE

Veteran: US Navy, The **White House Military Office, US Secretary of State** – Tokyo, Brussels, lived worldwide in 26 cities. Retired military certificate of 30-years and served as a Public Affairs Officer (PAO) to CSG7, CTF-54, and CTF 74 covering world events featured across 100+ channels for Admiral Joseph J. Krol, Jr., CFO, CMO, COO, **a White House Chef**, Presidential Aide, as GM of the Camp David Resort and Conference Center. Worked with the **Smithsonian, Navy Museum, and Library of Congress** for collections exhibited by the Presidency and curated such.

EDUCATION & CERTIFICATIONS

The Charlotte Museum of History practicum (required for second Master's degree)
Marketing, promotion, curatorial, legal studies before beginning a doctoral degree

Spring 2019

Lenoir Rhyne University, SAS Institute for Academics
Master of Arts in Leadership and Marketing (3.675 GPA)

2018-2019

The Art Institute - **Bachelor of Science, Summa Cum Laude (3.98 GPA)** 2008-2010

Almeda College & University - **MBA and Bachelors of Arts (3.0 GPA)** 1996-2002

Harvard University, **Science & Cooking/Haute Cuisine/Soft Matter Science course**, Miami International University of Art and Design, **Web and Graphic Design via CreativeSuite Online**, Master Certified Food Executive (MCFE), International Food Service Executives Association, Certified Professional Food Manager (CPFM), Certified Household Manager (CHM), and Certified SERV Safe Manager. **Business and Marketing plan writing MASTER LEVEL**, plans are used by over 6,000 students in universities like Wharton, UNC, MIT, Stanford+, via LIVEPLAN. Ranked #1 by Inc. and the WSJ.

AWARDS & PROFESSIONAL AFFILIATIONS

Admiral Frederick B. Warder Leadership Award, US Naval Submarine League, Life Gold Medal for Public Relations, Zhenihon Kyokai Shinchushi, of Japan, Former President & Chair of the Board, American Culinary Federation, Chapter L.L.C.A, Former International Director, International Food Service Executives Association (IFSEA), Ambassador to Europe and the World Association of Chefs Societies (WACS), Six-year member Kings Mountain Advisory Council, Chamber of Commerce, Cleveland County Travel and Tourism Council host, member and Ambassador, LIFE Member of the Veterans of Foreign Wars (VFW) - LIFE Member of the Disabled American Veterans (DAV), Member of the Wounded Warrior Project (WWP), Iraq and Afghanistan Veterans of America (IAVA), member of AMVETS, member of the American Legion, professional member of the American Alliance of Museums (AAM), National Endowment for the Arts (NEA) Blue Star Highway listed, North Carolina Museum Council. GEICO Supervisor Award with Honorarium.