

SENIOR DIGITAL MANAGER

Building brands, developing consumer preferences, and leveraging strategic relationships to propel businesses toward growth.

High-caliber, multi-skilled operations leader with extensive experience managing multiple projects in design, print, and brand enhancements for industry leaders. Fostered reputation among team members as a hands-on leader committed to using intellectual curiosity to bring out everyone's best work. Elite performer in high-pressure environments; known for leading operational excellence and process improvement activities, ensuring positive customer engagement and platform growth. Lead by example in establishing clear lines of communication – internally or externally – while working with large-scale clients.

Project Management | Marketing Strategy | Team Leadership | Networking
Project & Service Knowledge | Trend Analysis | Account Management
Relationship Management | Presentations | Lead Generation | Brand Management
Content Creation | P&L | Sales

Technical Skills: Microsoft Office, HubSpot, Sales, CRM, Salesforce, Naviga, Google Adwords

“While at Motor Trend Group, John regularly hit/exceeded his sales quotas and provided phenomenal brand direction to the iconic titles of Car Craft, Mustang Monthly, Mopar Muscle, and Muscle Mustangs & Fast Fords.

His first year with the company in 2016, he finished at 192% of his sales quota. His second year (2017), he finished at 117% of his sales quota. For 2018 and 2019, he finished at 107% and 108% of his sales quota respectively.”

Michael Essex, Sales Director

PROFESSIONAL EXPERIENCE

VISCARDO ENTERPRISES, LLC • Tampa, FL • 2022 to Present
Sales & Marketing Advisory Company
Chief Executive Officer (CEO)

Guide businesses in focusing on the processes and tasks that will grow revenue opportunities through ads and other marketing services. Consult with businesses that need marketing services, conducting needs assessments to determine offerings. Produce print, web, social media, and event ads for agencies and businesses across various sectors.

- Clientele includes:
 - *Motor Trend* – Strategically align advertising partners for their print, web, social media, and event opportunities.
 - *Energy Hill Ad Agency* – Market small and medium businesses marketing and app services.
 - *Dream Giveaway Charities* – Sponsorships sales for non-profit car giveaways benefitting charitable causes.

Sales Growth

Business Expansion

Strategic Business Relationships

Business Profitability

HOONIGAN • Tampa, FL • 2021 to 2022
Motorsport-lifestyle brand
Partnerships Director

Employ focus and reliability to prospect, develop, and attain \$100k advertisers for company video content platforms. Focused on maintaining existing accounts by overseeing client relationships. Developed and managed presentations across various platforms/mediums, including sizzle reels, brand decks, and fact sheets.

- Fueled continuous quality improvement to attain \$400k in total deals.

THUMBSTOPPER SAAS Tampa, FL • 2021
SAAS, social media automotive platform
Director of Business Development

Make accurate predictions to prospect and develop new leads, perform demos, and get new business. Oversaw sales cycle, located channel marketing prospects, and arranged screenshares.

- Successfully closed 3 new clients (Volvo, Master Spa, and BraunAbility) in 1 year (faster than average sales cycle and surpassed ramp-up goals by 50%).
 - Closed multiple \$100k+ deals with clients and major dealer networks.
- Reputed for communicating value propositions, overcoming objections, and using emotional intelligence with product knowledge to build client rapport.

MOTOR TREND GROUP • Tampa, FL • 2016 to 2021
Largest automotive media brand; part of Warner Media Group
Brand Manager

Attended meetings with stakeholders in creative phase to become abreast of initiatives' progress and work on brand messaging, strategy, mapping, social media functionality mapping strategy, and brand awareness metrics. Allied with internal stakeholders to develop brand strategy, promote brand growth and expansion, establish brand plans, and use data to drive volume and profitability.

- Demonstrated special competency to increase followers and engagement for 4 brands (4M in 2016, 4.2M in 2017, 4.25M in 2018, and 4.4M in 2019).
- Key figure regarding SEMA Tradeshow; remained hands-on with ensuring messaging and brand collateral represented company well.
 - SEMA member and nominated to President Club and met with legislators and Congress members to speak on industry's behalf.
- Met and surpassed corporate sales budget for 4 consecutive years while developing content for Motor Trend (www.motortrend.com/staff/john-viscardo/).
- Chief Revenue Driver for Car Craft, Muscle Mustangs, Mustang Monthly, and Mopar Muscle brands for print, digital, social media, video, and linear.

SPEEDWAY ILLUSTRATED MAGAZINE • Tampa, FL • 2010 to 2016
Largest independent racing magazine
Vice President of Sales & Marketing

Elevated B2B sales operations through strategic marketing for largest NASCAR magazine in U.S. Collaborated with advertisers to develop ad designs and marketing strategies. Produced contracts, sales, and marketing materials while attending conferences, conventions, and trade events to gather new intel and network.

- Brought in \$716k in annual reoccurring revenue during 6-year tenure.

EARLY CAREER

FLORIDA DEPARTMENT OF EDUCATION • Government & Economics Instructor

TRIAD RETAIL MEDIA • Account Executive

MOTOR TREND GROUP • Account Manager

EDUCATION

Bachelor of Arts in International Politics: PENN STATE UNIVERSITY

“As a General Manager, John contributed to conceptualizing new revenue strategies across these lines of business.

His strategic innovation was ever present in all aspects of the business and representing the company at industry related functions and councils increasing brand awareness.

John’s ability to navigate multiple management transitions while exceeding budget is what truly stands out to me in his time here.”

Matthew Boice, VP of Sales