

TONY VERDI

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PROFESSIONAL SUMMARY

Strategic Marketing, Sales and Business Operations Leader with 25+ years of success building brands, driving measurable revenue growth, and creating client-focused strategies. Proven expertise in omni-channel marketing, client relationship management, and operational excellence. Recognized for innovative strategies that accelerate sales, strengthen loyalty, and deliver exceptional customer experiences. Ready to apply entrepreneurial mindset and hands-on leadership to organizations seeking immediate impact.

CORE COMPETENCIES

- Strategic Marketing & Branding
- Sales Leadership & Negotiation
- Business & Operations Management
- Digital Marketing & Content Creation
- Skilled AI Innovator
- Versatile writer, all forms of marketing
- Client Relationship Development
- Proven Mentor / Systems Trainer
- Process Improvement & Efficiency

PROFESSIONAL EXPERIENCE

Broker Associate & Marketing Strategist | Coldwell Banker Realty | East Greenwich, RI

2011 – present

- Create and execute best-in-class multi-channel marketing strategies reaching 2,000+ high-net-worth clients and colleagues, resulting in recognition as one of the **top 100 CB agents in New England and top 12% globally**.
- Leverage AI tools to optimize real estate marketing campaigns, generate high-quality leads, and deliver data-driven insights that enhance client satisfaction and sales performance.
- Launch mobile apps, websites, landing pages, print collateral, direct mail, targeted social media ads, email campaigns, newsletters, blogs, and YouTube channels to drive lead generation and client engagement.
- Negotiate and close multi-million-dollar contracts, demonstrating **advanced sales acumen and meticulous diligence**.
- Manage projects including luxury property launches, achieving faster-than-market sales and exceeding client expectations.
- Foster an 80%+ repeat and referral client rate by delivering personalized, high-touch customer service.
- **Launched HomeCookingWithTonyVerdi.com** in 2020 to engage clients and the community through original culinary content, building loyalty and growing to over 1,500 subscribers in five years with an average newsletter open rate of 48% and CTR of 4.5%.

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Marketing & Public Relations Lead | Verdi Productions | NY/RI

2010 – 2013

- Directed marketing and communication strategies for media projects, collaborating with partners including Showtime, Netflix, Amazon Prime, and HBO.
- Produced and managed special events and premieres, overseeing budgets, vendors, and teams to ensure flawless execution.
- Crafted compelling marketing copy and visual assets, elevating brand positioning and audience engagement.
- Verdi Productions remains a family-owned company still active today.

Owner | Thorpes & Verdi Gallery of Fine Gifts & Stationery | East Greenwich, RI

2002 – 2011

- Purchased and transformed a 4,000-sf retail store into a luxury shopping experience, growing annual sales to \$8M+ with an average 18.5% yearly revenue increase.
- Rebranded store design and developed a robust multi-channel marketing program, including web, print, TV, radio, email marketing, direct mail, loyalty programs, and in-store events.
- Led a team providing exceptional service to over 4,000 customers, earning “Best of RI Gift Store” accolades.
- Negotiated exclusive vendor agreements with premium brands including Crane, William Arthur, Vera Wang, A.T. Cross, Yankee Candle, and Godiva.

EDUCATION & CERTIFICATIONS

- Bachelor of Science, Broadcast Journalism – Boston University
- Certificate, Leadership – Bryant University Executive Development Center
- Certificates, Digital & Content Marketing – HubSpot Academy, 2023
- Certification, Fundraising & Development Foundations – UC Davis Continuing & Professional Education
- Real Estate Broker License – REB.0018556, RI Department of Business Regulation, 2011-present

AWARDS & RECOGNITION

- Coldwell Banker Top 100 Agent (New England), Top 12% Globally, 2017-present
- Best of RI Gift Store – *RI Monthly* Readers’ Poll, 2006
- A+ Better Business Bureau Loyalty Score, 2017–2024

COMMUNITY ENGAGEMENT

- Crossroads Rhode Island: Fundraiser & Volunteer, 2018–present
- The Tomorrow Fund for Children with Cancer: Volunteer & Gala Chair, 2000–2019
- Clothes To Kids Rhode Island: Fundraiser & Volunteer, 2024-present
- St. Jude Children’s Research Hospital: Philanthropy Partner, 2019–present