

# PETER PRESTIPINO

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**OVERVIEW:** Results-driven integrated marketing executive with expertise in digital activation, user experience, and performance analytics. Proven success in executing campaigns across owned, earned, and paid platforms, focusing on growth and revenue optimization. Adept at overseeing the implementation, measurement, and management of marketing communication strategies aligned with client brand positioning and goals. Proficient in search marketing, social media management, content development, marketing automation, and performance analytics. Known for employing dynamic and creative solutions to complex problems. Exceptional planning and implementation capabilities amplified through effective leadership of cross-functional teams.

**OBJECTIVE:** Seeking an exciting and challenging role in an organization that values innovation and collaboration where I can leverage my extensive digital skills and creative problem-solving to drive measurable results and positive impact.

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## HIGHLIGHTS

- Content Development & Marketing
  - Search Experience Optimization
  - Email Development & Marketing
  - Lead Generation & Growth Marketing
  - Social Media Marketing & Management
  - Web Analytics & Measurement
  - User Experience Design
  - Search & Display Advertising
  - Online Reputation Management
  - Digital Strategy Development
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## SOFTWARE & SYSTEMS

**(SEO)** Google Search Console, SEMrush, SEOclarity, Moz, Brightedge; **(CRM/Marketing Automation)** Hubspot, Salesforce; **(Digital Advertising)** Google Ads, Bing Ads, Reddit, Meta (Facebook/Instagram), LinkedIn, TradeDesk and StackAdapt; **(Analytics/Measurement)** Google Analytics, Adobe Analytics, MixPanel; **(Email Marketing)** Listrak, MailChimp, ConstantContact; **(CMS)** Wordpress, Webflow, Shopify, Wix; **(Other)** Optimizely, Visual Website Optimizer, Zapier, Tableau, Looker Studio

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## EXPERIENCE

### **Vice President of Integrated Marketing Strategy - Antenna Group**

*(June 2018 - December 2023)*

Develop and execute integrated marketing strategies for B2B clients within multiple highly competitive verticals including medical/pharmaceutical, commercial real estate, energy/sustainability, and mobility/transportation sectors. Primary responsibilities include managing the profitability of client accounts and managing cross-functional teams implementing tactical campaigns, guiding modifications

and enhancements to drive continual growth.

- Collaborated with client stakeholders to define, develop, and refine digital and integrated marketing strategies based on data, business priorities, industry trends, and customer insights.
- Developed OKRs and KPIs in partnership with clients, creating optimization roadmaps to improve digital experiences and campaign performance in order to meet those goals.
- Developed robust and detailed monthly, quarterly, and annual tactical plans, guiding the optimization and analysis of marketing touchpoints throughout the customer journey.
- Developed programs and initiatives to increase lead generation efforts and improve prospect engagement in alignment with objectives and business goals.
- Drove digital transformation within client organizations by supporting the implementation and adoption of marketing technology systems and third-party applications that govern internal marketing and sales processes, deliver data and impact the customer journey and experience.
- Guided the development of client brands through active storytelling and compelling creative and content experiences aligned with narrative and voice.
- Played an integral role in the business development process, from the RFP and sales discovery process through to defining the scope of work for client retainers and contract formulation.
- Improved and accelerated organic search channel growth for all digital marketing accounts through technical optimization, content development, and outreach (link building and public relations) initiatives.

#### **Editor-in-Chief & Digital Analyst - Website Magazine**

*(December 2007 - May 2018)*

Oversaw the development and deployment of content for the largest print publication (with an online counterpart) dedicated purely to digital business promotion, operation, and analysis.

- Published 100+ print issues of the publication, covering topics ranging from digital advertising, search optimization, web design and usability, software, and Web development.
- Grew subscription base from zero to 120,000 active print subscribers; and 600,000 web subscribers, generating 1.5 million visitors and 3.75 million page views annually.
- Developed and published the Web 360 book series; four self-published books on Web business, affiliate marketing, domain names, and search engine optimization (SEO).
- Moderated bi-monthly webinars and was a regular speaker at industry trade shows.
- Served as the SEMPO (Search Engine Marketing Professionals Organization) Chicago Cities Leader and earned the SEMPO Highrise Award in 2016

#### **Internet Marketing Director - Emergency 24, Inc.**

*(November 2003 - December 2007)*

Responsible for driving the sustained sales growth and positive image of Emergency 24 Inc. within both online and offline channels by focusing on a variety of traditional and digital marketing initiatives.

- Directed media planning and purchasing initiatives, orchestrating the development and implementation of advertising strategies and collaborative co-marketing campaigns across digital and print trade publications.
- Led the design, development, and oversight of content production, driving impactful results for website enhancement, tradeshow presentations, brand marketing, and lead generation initiatives.
- Executed strategic search engine optimization initiatives, achieving and maintaining prominent, long-term rankings on competitive terms and relevant phrases through effective tactics and continuous optimization efforts.

- Managing regular email and direct mail marketing campaigns to generate new business and improve customer retention and customer lifetime value.

**Online Marketing Associate - 7Search**

*(December 1999 - November 2003)*

Responsible for the brand development, website traffic growth, marketing, and promotions for this leading pay-per-click advertising provider and affiliate network. Developed several strategic services and initiatives, generated new partnership and development deals, and helped to secure 7Search.com's role as a premier provider of online advertising and information publisher (affiliate) services.

**EDUCATION: Bachelor of Arts, Communication, Purdue University - 1999**

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