



EXPERIENCED
MARKETING LEADER

FRANK CASTIGLIONE

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SKILLS

PROFESSIONAL

BRAND DEVELOPMENT
CORP COMMUNICATIONS
CONTENT MARKETING
CREATIVE DEVELOPMENT
DIGITAL MARKETING
EMAIL MARKETING.
EVENT PLANNING
GOOGLE ANALYTICS
LOYALTY PROGRAMS
MARKETING MANAGEMENT
MEDIA PLANNING
PUBLIC RELATIONS
PROJECT MANAGEMENT
SEO
SOCIAL MEDIA MARKETING
SPONSORSHIPS

TECHNICAL

EXCEL
JOOMLA
KEYNOTE
POWER POINT
TRELLO
WEB APPS

ABOUT ME

Successful track record as CMO, business founder and leader of integrated marketing teams. Expertise in the creative and analytical sides of marketing. Experience with Fortune 500 to Start Up companies as department and company leader including managing remote, international teams. High Growth and Turnaround / Workout success. Father of three, hockey coach, board member and active member of local community. World traveler.

EXPERIENCE

PRESIDENT + CMO LIFX DSP | 2020- PRESENT

Amazon Delivery Service Partner for Last Mile Delivery

- Selected from nationwide interview process as top 2% of applicants
- Grew business to \$3.5MM in revenue in Year 1, top quartile rank among DSPs
- Hired 450 and maintained 70 active team members using digital and remote strategies
- Helped iterate and develop workflow software package as lead DSP for testing
- Reduced insurance and workers comp 42% / 18% via Safety First Training

MARKETING DIRECTOR RAPSODO | 2018 - 2020

Sports Technology Hardware + SaaS. Inc 5000 Fastest Growing Co.

- Directed all Marketing efforts for industry-leading Golf and Diamond Sports
- Created PR strategy securing 300+ PR placements for launch of \$3.5 MM Golf business
- Created KPI dashboard for monitoring and improving digital media plan
- Led development of award winning creative with cross-functional team in Izmir, Turkey
- Drove \$5.0MM B2C and B2B Biz Dev efforts. 85% penetration in YR 1 of MLB teams

MARKETING DIRECTOR TOTAL HOCKEY | 2014 - 2018

#1 Hockey Omni-Channel Retail Speciality Store in US

- Helped create #1 multi-channel hockey retailer in North America. \$130 MM sales
- Responsible for \$35MM .com business. Improved penetration to 32%
- Lowered PPC by 18% with comprehensive geo targeting strategy
- Led loyalty efforts representing 54% of annual sales. Improved retention 26% to 74%
- Decreased UI/UX development time by 12% while increasing video subscriptions 26%
- Deployed business planning and financial system for 18% better expense management
- Helped create company stock option and incentive package improving team retention



FRANK CASTIGLIONE

INTERESTS

YOUTH HOCKEY COACH
ADULT HOCKEY PLAYER
BOARD MEMBER
E-SPORTS FAN
GOLF WITH MY CHILDREN

AWARDS

ADDYs
PETER GLEN AWARD
RAC BEST IN SHOW(3X)

EDUCATION

UNIVERSITY OF MICHIGAN
Ann Arbor, MI

BACHELOR OF ARTS
ENGLISH + HISTORY

EXPERIENCE (CONTINUED)

CMO, CO-FOUNDER TOTAL ORBIT | 2007 - 2014

App development and marketing services

- Created licensing and sales structure for B2B mobile app in publishing sector
- Executed pivot to Health Care with #1 company product *Care Orbit*
- Drove 9% reductions in readmission rates during partner hospital group pilot program
- Launched new products in Pet and Financial Services Space
- Led M&A effort of key content provider in medical space netting 30% sales increase
- Led effort for \$550MM bond measure for client with record 85% voter approval
- Created \$20MM business opportunity for OEM in Office Furniture space
- Offices in San Francisco and St Louis. Sold design and events portion of business.

SVP MARKETING WORLD MARKET | 2005 - 2007

\$1.3 billion omni-channel home furnishings retailer

- Planned and implemented new media strategy, 12.5% improvement in traffic YoY
- Created initial, multi-channel effort linking customer spend on website and in stores
- Spearheaded BI effort to create weekly data driven analysis of marketing spend
- Launched branding campaign "Authentic and Affordable". Still in use in 2022
- Restructured marketing team to improve customer interface and speed of delivery

SVP MARKETING TARGET | 1993-2005

Multi billion omni-channel retailer

- Progressive positions of expanded scope and influence
- SVP Marketing for \$4.0 Billion (Mervyn's) and \$3.5 Billion (Marshall Fields) divisions
- Led all marketing and visual merchandising including media, creative and planning
- SVP Marketing 2000 - 2004
- VP Marketing 1998 - 2000
- Director of Marketing 1993-1998

BUYER MAY CO | 1992 -1993

Department store retailer. Company sold to Macy's.

ADDITIONAL INFO

fcastiglione.com

<https://www.linkedin.com/in/frankcastiglione/>