

# Frank Castiglione

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## Skills

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Successful track record as CMO, business owner and leader of integrated marketing teams. Areas of expertise include all facets of media and channel planning including traditional and digital media. Experienced leader in brand management, business development, in-store marketing, creative development, licensing, event marketing, marketing analytics, PR + publicity, eCom, SEO, SEM, PPC, managing video production teams, email marketing, content creation and social media.

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## Experience

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### RAPSODO DIRECTOR OF MARKETING

2018 - PRESENT, ST. LOUIS, MO

Directed product development leaders in Diamond Sports, Golf and Basketball to create comprehensive B2C and B2B events marketing plans. Efforts included key B2C events : NCAA Men's and Women's College World Series and B2B events: ABCA, NFCA and PGA Show. Partnered to create co-marketing efforts with industry leaders. Efforts helped lever Rapsodo brand and minimize expenses. Events led to \$10MM in media equivalency and \$3.25MM in product sales. +50% vs plan.

Developed company digital media strategy. Directed agency resource to create bifurcated B2B and B2C strategy and executional plan based on significant differences in customer bases. Achieved 85% penetration in key enterprise level market and demonstrated consistently improving performance in B2C Golf category product launch.

Drove the creation of a regular reporting mechanism of digital media strategy to ensure global team(Singapore, Turkey, USA) informed about Marketing performance. Use of the dashboard and comprehensive Digital Media plan drove \$4.5MM in Diamond Sports revenue on \$130K in spend during 2.5 month period eclipsing LY by 125%.

Led development of coordinated, and unified brand position as company augmented Diamond Sports products with those in Golf and Basketball. Directed teams in Singapore, Turkey and USA on multidimensional *What Winning Looks Like* campaign. Program effectively deployed for B2C, B2B and Internal audiences.

Designed and executed Rapsodo Mobile Launch Monitor introduction and launch efforts. Plan included PR + Publicity effort driven in partnership with external agency. Secured 300+ PR placements. Integrated rapsodo.com, Amazon and traditional retail distribution channels ensuring limited cannibalization. \$2.5 MM sales. +35% vs. plan.

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## Experience

### **TOTAL ORBIT CMO + COO + INVESTOR**

2016 - 2018, ST. LOUIS, MO

Launched new product verticals in pet and financial services spaces. Partial pivot added highly profitable, clients outside of healthcare improving speed of deal culmination.

Created brand standards, marketing and communications plan for *Care Orbit* health care engagement product. Deployed at Siteman Cancer Center with positive customer and client reaction.

Led investigation and deployment business planning and financial systems allowing company to improve speed of development and have tighter fiscal controls. Coordination improved EBITDA and reduced cycle time (11%).

### **PURE HOCKEY CMO**

2014- 2016, ST. LOUIS, MO

Responsible for all marketing and eCom initiatives for #1 Hockey and Lacrosse retailer . P&L responsibility. \$130 MM. 54 stores.

Completed workflow management process reinvention. Decreased lead times (12%) and reduced costs (14%) . Primarily used open source or no cost tools to minimize expense and maximize flexibility. Increased video channel subscriptions by +26%.

Drove eCom business to +18% vs. LY 2015. Improved .com penetration to 32% of company total. PPC efforts realized 30% reduction in cost of acquisition by creating comprehensive geo targeting strategy.

Led team responsible for customer loyalty program representing 54% of annual sales. Reduced churn and improved retention to 74% focusing on strategies to acquire, activate and retain customers.

### **FIRE HYDRANT MOBILE CO-FOUNDER + CMO**

2011 - 2014, ST. LOUIS, MO

Created licensing and sales structure for enterprise mobile app developer in healthcare and publishing verticals.

Completed development and deployment of a dynamic, mobile communication platform to help reduce hospital readmissions for chronic care patients. Program deployed by Thoracic Surgery department reducing patient readmission rates during deployment.

Planned and executed M&A of key content provider. New services represent 30% revenue increase.

## Experience

### LIFT FOUNDER + CMO

2007 - 2011, SAN FRANCISCO, CA

Built marketing and brand management plan for the largest regional park district in the United States. Program geared to Acquire, Activate and Retain park system users. Two-year communications and marketing plan

led to 85% bond measure approval of \$550 MM bond levy.

Client: East Bay Regional Park District

Created business and retail channel distribution plan for OEM. Product reinvented and repurposed it for office application via the introduction of international artist finish and development of new vertical markets. \$20MM sales sector pioneered. Client: Byrne Electrical Specialists

Reinvented children's clothing brand including logo development, social networking and media plan, investor outreach materials and in-store marketing shop design. First year orders total \$7.5 mm.

Client: Sprockets Clothing Company

### WORLD MARKET SVP MARKETING + eCom

2005 - 2007, OAKLAND, CA. \$1.0B, 300 Stores

Implemented a new media plan designed to arrest multi-year declines in customer traffic. Significant improvement in customer traffic and transaction count post implementation.

Spearheaded Marketing BI effort to evaluate and analyze weekly Marketing spend. Launched "Authentic and Affordable" marketing package which is still being used.

Restructured Marketing Department to create cross functional teams and improve customer (merchant) interface. Integration processes project management procedures implemented.

### TARGET CORPORATION SVP MARKETING

1994- 2004, MINNEAPOLIS, MN | SAN FRANCISCO, CA

\$3.5 BILLION (Marshall Fields) | \$4.0 BILLION (Mervyn's) ANNUAL SALES

SVP MARKETING 2000- 2004

VP MARKETING 1998 - 2000

DIRECTOR OF MARKETING 1993- 1998

### TARGET CORPORATION SVP MARKETING

Promoted to help strategize, plan and execute \$60 MM reposition of department store division including store design, marketing, events, publicity and public relations. Results helped solidify division sale.

Directed corporate level media buying activity in partnership with operating company leadership teams. Media areas included traditional media, direct response and development of early stage digital media. Primary organization contact for outside marketing agencies and specialized development firms.

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## Experience

**TARGET CORPORATION SVP MARKETING (Continued)**  
Named Target Corporation Marketing *Business Process Owner* (BPO) responsible for all Marketing IT capital spending and analysis.

Pioneered corporate Hispanic marketing efforts. Plan included long-term partnerships with *Univision* and Spanish language print publications such as *La Opinion*.

Identified and directed efforts to test, analyze and reallocate the company's media mix. New media strategy led to a \$7.0mm reduction in TV expense with no reduction in reach or frequency.

### **MAY COMPANY ASSISTANT BUYER**

1992- 1993, ST. LOUIS, MO

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## Education

### **UNIVERSITY OF MICHIGAN BA**

1992, ANN ARBOR, MI

Double Major English + History. Helped grow LS&A school Business Intern Program.

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## Service + Awards

Board Member of St. Louis Rockets Hockey Association. Active in University City community development efforts. Previous service as member of the Board of Directors of The Women's Sports Foundation, Steppenwolf Theatre Company, The Retail Advertising and Marketing Association and TSI Graphics.

Awards: *Hineman Best of Show*, multiple National Retail Federation RACie awards, *Peter Glen* community service award, Eagle Scout

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## Miscellaneous

Father of three. First year college student balancing his studies of Math and Computer Science with his duties as Manager of the Varsity Basketball team and founding member of Cornell College eSports Team. High school first year student plays on the JV Volleyball team and seems to equally enjoy all manner of art projects and tormenting her brothers. Seventh grader fancies himself a future NHL star and business owner. He is currently working on developing a summer lawn mowing business with some parental "angel investments". Carpool driver, neighborhood association trustee and hockey coach.

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## Links to Portfolio

### **PowerPoint**

[fcastiglione.com](http://fcastiglione.com)

### **PDF**

[https://drive.google.com/open?id=1wXXfpRYptnqH-jSPRs-a\\_UfZh8LEmlc4](https://drive.google.com/open?id=1wXXfpRYptnqH-jSPRs-a_UfZh8LEmlc4)

### **Keynote**

<https://drive.google.com/open?id=1m3SBI3F6HZBQVay3AR-refxNxa2InkEf>

### **PowerPoint**

<https://drive.google.com/open?id=1HGVeGpuMHW1H-x-V8CuF3tN7Uip37ehi>