

# MARTIN CJ MONGIELLO

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## CEO AND CHIEF MARKETING OFFICER

Award-winning record breaker and inquisitive lion, Leo-leader with a proven track record of coaching increased revenue, power margins, and full profit with creative approaches and smart business decisions to achieve market positioning and sales targets. Thrives in advertising, publicity, sales, and financial management. Recognized as an inspirational, encouraging leader with an open-door policy and passion for helping people succeed. High moral character and integrity; consistently exceeding sales goals, earning honors, and recognition for teams. Looking for a new CMO, CEO, position in the museum, attraction, foundation, resort, or private club industry.

### CORE COMPETENCIES

Marketing Strategy | Brand Management & Positioning | Public Relations | Market Analysis | Marketing Communications  
Digital Marketing | Business Development | **Sales** Management | Graphic Design | Social Media Management | P&L  
Management | Inspirational Leadership | Team Building | Public Speaking | Adobe Creative Suite | Microsoft Office Expert  
Video Shooting & Editing | Copywriting Expert | SEO, SEM, CRM, SAAS Expert | Promotion | Publicity Expert

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### PROFESSIONAL HIGHLIGHTS

- The largest workforce managed: 6700, 36 direct reports, and \$2.6 billion in sales per annum.
  - Featured on CBS, PBS, ABC, NBC, CNN, FOX, and in 160+ newspapers and magazines. Three billion viewers gained and valued at \$28.7 million in free advertising: Hearst, FOODTV Network, New Yorker, London Times, etc.
  - Over 6,000 reviews of performance, leadership, and coaching to achieve a 9.8 out of 10 in 2018-20, from the Annual Booking.com World Hotel and Resort Awards. Global marketer reaching 190 countries.
  - An inventor who has already created close to 30 products, including ideation to production line and commercialization. Invent, create, produce, and sell items in the shop and online.
  - Five Navy Achievement Medals, three Navy Commendation Medals, Presidential Service Badge #14592, Joint Chiefs of Staff service and badge, two Joint Commendation Unit Achievement ribbons with oak leaf cluster, Expert Pistol Shot Medal, Rifleman Marksman Ribbon, The Iraq medal, Cold War Medal, and Iraqi Commitment Medal.
  - An explorer in the deserts via camel and Arabian horses as well as Asian jungles and the North Pole by nuclear submarine. I lived on three continents learning nine languages as a very successful coach: Plug and Play ignition.
  - Google Ads, Google Merchant, Amazon Seller Central, SEO and Organic Marketing, Email Marketing, YouTube, Google Analytics, Amazon Author Central, etc... **A top 4,000 viewed website in the world of one billion sites total.**
  - An expert in the book publishing business (nine books) with global distribution, media, speeches, and signings.
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### PROFESSIONAL EXPERIENCE

**U.S. Presidential Service Center Foundation Trusts & U.S. Presidential Culinary Museum** – Grover, NC 2008 - Present  
**CEO & Chief Marketing Officer, CEO of Museum, Hotel General Manager**

*Scratch design refreshing exhibits that attain world awards in a stunning and compelling approach. Coach team sales from \$2M to \$150M currently. Significantly increase endowment and donations. Data scientist for all marketing, digital, advertising, promotion, and sales. Close to 50,000 members and growing. Do and control all payroll, accounting, marketing, operations, advertising, and sales. Located inside of **The Inn of the Patriots**.*

- Instructed and graduated 5,074+ students since it's opening to date in the cooking school which also feeds the shops and museum sales. Create any classes. We are ranked in the top 3% of hotels and museums worldwide.
- Work with the past five Presidents totaling 25 years — massive Rolodex on LinkedIn for the benefit of the company.
- Direct access into the 2% globally for investment, endowment, participation, and visitation.
- Develops talent into more significant roles regularly and breaks siloed stakeholders to get them on mission and through obstacles and solutions together.
- Designed dozens of awarded exhibitions and collections from cradle to opening day.
- AAA Diamond ranked winning the Diamond Housekeeping Award. LUX Magazine of Europe featured, front-cover, multi-year winning property, 2016 to 2019. The best culinary attraction for the Eastern Seaboard of 2019 in America.

- Featured as a prize, five times, to 140 million viewers on Wheel of Fortune for free. An organic earned media expert.
- TV, web, movie design, trademarking, Buffer, IFTTT, Hootsuite, SproutSocial, Pagemodo, TweetDeck, Raven, SocialBro, BuzzSumo, Everypost expert. Google Analytics, Adobe Analytics, insights, shopper, customer, analytics, technology, campaign, Tableau, SAS, CRM, database, acquisition, retention, marketing, digital, SEM, SEO, paid search, display, dashboard, Omniture, site catalyst, web analytics, CoreMetrics, WebTrends, websites, Google Tag Manager, Tag Manager, Dynamic Tag Manager, HTML, and CSS used to produce intense financial returns.

**North Carolina Department of Commerce – Grover, NC** 2012-2019

**Chairperson of the Board, Tourism Development Authority (TDA)**

- *Helped Cleveland County into the top 10 list for tourism, of 100 counties, at \$106 million per year. Outstanding interpersonal, written, and verbal skills. A keynote speaker flying worldwide (app \$7,500.00 per engagement).*

**King Marketing of New York, Ramada, Marriott, & Wyndham Hotels – New York, NY** 2004-2008

**Chief Marketing Officer, Hotel General Manager**

- *Led and coached teams to reposition, renovate, and operate hotels and resorts in the most attractive markets and provide services that allow resorts to achieve robust growth and generate more revenue month after month. Wrote manuals, created efficiencies, and established standards ensuring long-term success. At times, 1099 as Mongiello Associates Strategic Marketing firm. **Helped billionaire Philip Anschutz's Examiner websites & 100+ newspapers into a top 50 website on earth** now AEG and AXS - via SEO and SEM. Named one of the fastest-growing sites by Nielsen. Grew faster than the other top 30 news sites in the USA, increasing page views more than 342%, attracting 7,569,000 unique users - we received 20.8 million unique visitors in a month with 60.1 million page views served (Omniture). Adding over 3,000 articles a day, we grew the library to 1.5 million pieces of content.*
- Fortune 500 clients with sales and marketing to a 28% profit increase. Presentations, all design, sales pitches, campaign rollout, promotion, publicity, advertising, marketing, and creation.

### ADDITIONAL EXPERIENCE

US Navy, The White House Military Office, US Secretary of State – Tokyo, Brussels, lived worldwide in 26 cities. Retired military certificate of 30-years and served as a Public Affairs Officer, CFO, CMO, COO, **a White House Chef**, Presidential Aide, and as **GM of the Camp David Resort**. Working with the Smithsonian and Library of Congress for all collections.

### EDUCATION & CERTIFICATIONS

The Charlotte Museum of History practicum in museum, exhibitions, interpretation Spring 2019  
**Marketing, promotion, curatorial, legal studies before beginning a Doctoral degree**

Lenoir Rhyne University, SAS Institute for Academics, Asheville, NC 2018-2019  
**Master of Arts in Leadership and Marketing (3.675 GPA)**

Art Institute of Pittsburgh, PA - **Bachelor of Science, Summa Cum Laude (3.98 GPA)** 2008-2010

Alameda College & University, Boise, ID - **MBA and Bachelors of Arts (3.0 GPA)** 1996-2002

Harvard University, Cambridge, MA, **Science & Cooking/Haute Cuisine/Soft Matter Science course**, Miami International University of Art and Design, **Web and Graphic Design via CreativeSuite Online**, Master Certified Food Executive (MCFE), International Food Service Executives Association, Certified Professional Food Manager (CPFM), Certified Household Manager (CHM), and Certified SERV Safe Manager. **Business and Marketing plan writing MASTER LEVEL**, plans are used by over 5,000 students in universities like Wharton, UNC, MIT, Stanford+, via LIVEPLAN. Ranked #1 by Inc. and the WSJ.

### AWARDS & PROFESSIONAL AFFILIATIONS

**Admiral Frederick B. Warder Leadership Award, US Naval Submarine League, Life Gold Medal for Public Relations, Zhenihon Kyokai Shinchushi, of Japan**, Former President & Chair of the Board, American Culinary Federation, Chapter L.L.C.A, Former International Director, International Food Service Executives Association (IFSEA), Ambassador to Europe and the World Association of Chefs Societies (WACS), Six-year member Kings Mountain Advisory Council, Chamber of Commerce, Cleveland County Travel and Tourism Council host, member and Ambassador, LIFE Member of the Veterans of Foreign Wars (VFW) - LIFE Member of the Disabled American Veterans (DAV), Member of the Wounded Warrior Project (WWP), Iraq and Afghanistan Veterans of America (IAVA), American Museums Association (AMA), National Endowment for the Arts (NEA) Blue Star Highway listed, North Carolina Museum Council. GEICO Supervisor Award with Honorarium.