

JACQUELINE DE FLORIO

MARKETING PROFESSIONAL

jacqueline.deflorio@gmail.com 

516.662.8883 

Linkedin.com/in/jackiedeflorio 

PROFESSIONAL PROFILE

Highly eager marketing professional seeking to leverage proven analytical and creative skills to generate revenue growth and promote brand awareness for a dynamic company in Nashville, TN.

SKILLS

Effective Communication
Inventory Management
Strategic Partnerships
Project Management
Attention to Detail
Writing & Editing
Team Leadership
Critical Thinking
Multi-tasking
Organization
Marketing

EXPERIENCE

MARKETING MANAGER – COMMUNICATIONS & EVENTS

Altice Business, Bethpage, NY / March 2015 – Present

Strategy development and execution of various key functions for the B2B Marketing team of a major telecommunications provider including communications, event planning, and brand consistency for a variety of markets across 21 states.

- Edit and distribute all internal and customer-facing company communications
 - Create, distribute, and track results for monthly email campaigns; use results to optimize future strategies
 - Edit and distribute 5+ interdepartmental notifications per month
 - Collaborate with Public Relations on all emergency customer communications including notifications regarding major outages, network negotiations, and severe weather
 - ✓ *Grew Twitter following by 152% through organic social strategy [2017-2019]*
- Optimize venue partnerships and create signature events to generate revenue and heighten brand loyalty
 - Organize monthly ticketed customer events for major venues in the NY Metro area
 - Coordinate bi-annual event targeting small business owners to deliver added value to customers
 - Provide marketing support for 80+ tradeshows per year
 - ✓ *Planned keynote sponsorship and Innovation Challenge for the Long Island Entrepreneurship Conference resulting in significant brand awareness and an endorsement from Daymond John (Shark Tank) [Sept 2018]*
- Uphold brand guidelines for all customer facing assets
 - Support 5 product launches per year with full suite of marketing materials
 - Manage approved vendor relationships for quality and budget control
 - Oversee sponsorship assets for multiple professional sports teams (NHL, NBA, MLB)
 - ✓ *Utilized \$1M rebrand budget to develop 55+ collateral pieces, tradeshow signage, 2 out-of-home flights for Madison Square Garden, and multiple other brand assets [2018]*

EDUCATION

BACHELOR OF SCIENCE
Business Management
Summa Cum Laude
2012

ASSOCIATE OF ARTS
Liberal Arts & Sciences
Summa Cum Laude
2009

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DIGITAL TECH SKILLS

Microsoft Office Suite

Vertical Response

Constant Contact

Adobe Acrobat

Squarespace

Social Media

WordPress

Salesforce

Hootsuite

Pardot

Canva

Asana

HTML

EXPERIENCE continued

MANAGER - MERCHANDISING

The Paramount, Huntington, NY / Sept 2014 - Jan 2016

Fulfilled contractual merchandise obligations for each artist to perform at popular Long Island music venue.

- Carried out pre- and post-show inventory including monetary distribution to artist's tour manager and venue
- Created a pleasant and welcoming experience for all venue patrons during each show while performing specialized venue tasks

GENERAL MANAGER

Planet Fitness, Levittown, NY / Aug 2008 – May 2013

Oversaw all operations for a 24-hour fitness facility including managing a staff of 10 employees, ensuring positive monthly recurring revenue trends, and working with approved vendors to maintain strategically appropriate levels of inventory.

- Pulled reports and analyzed data to strategize for optimal gym success
- Handled escalating situations through effective conflict resolution tactics in order to maintain brand integrity and high levels of customer service
- ✓ *Trained 5 staff members who went on to manage their own gyms in a span of three years*

PROFESSIONAL DEVELOPMENT

CERTIFICATE, MARKETING STRATEGY

Cornell University, February 2016

INTERNSHIP, IN2UNE MUSIC RECORD PROMOTIONS

New York, NY, Summer 2013