



# Denny Ricatti

## Marketing Manager

An experienced business professional with a strong background in Marketing Management. Focused on managing accounts and developing projects. Providing customers with expertise in B2B & B2C solutions for over 15 years. Delivering marketing support to companies by helping to manage campaigns, promotions, advertising, designs, development, and more. Assisting clients with marketing updates, managing requests, generating content, and building brand awareness.

### Professional

Account Management  
Business Development  
Project Management  
Marketing Strategy  
Team Leadership  
Problem Solving  
Communication

### Technical

Digital Marketing  
Email Marketing  
Microsoft Office  
Google AdWords  
Google Analytics  
SEO tools  
Social Media  
Adobe (Ps, Ai, Id)  
WordPress / Shopify  
Web Development  
Graphic Design  
Hosting & Domains  
Klaviyo / MailChimp  
Mac / PC / Android

### Education

Associate of Science  
Production Engineering  
**S.A.E. Technology**  
2003-2005

Associate of Arts  
Business Marketing  
**Boston University**  
2000-2002

### Languages

English & Spanish

### Contact

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### Experience

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#### Marketing Manager | *The Tridecagon* | Miami, FL | 2021 - Present

- Managing and servicing client accounts while maintaining business relationships
- Plan and execute multi-channel marketing campaigns to increase team productivity
- Develop and analyze marketing plans, KPI tracking, and performance metrics
- Assisting with promotions on social media, websites, and digital marketing
- Create and develop cutting-edge marketing content on various platforms

#### Account Executive | *Creative P.L. Agency* | Miami, FL | 2018 - 2020

- Contracted several new client accounts for their business marketing solutions
- Worked with existing client accounts to ensure they will renew their contracts
- Generated company sales revenue resulting in reaching quota every quarter
- Provided marketing strategy, direction, and consultation for client content

#### Sales Account Manager | *Biscayne Times* | Miami, FL | 2016 - 2019

- Account management for media advertising sales and digital marketing services
- Offered clients advertising products & services for newspaper ad placements
- Helped clients to build brand awareness, net sales, and customer engagement
- Editorial content management for customer campaigns and sale promotions

#### Web Manager / Developer & Designer | *Crescent Heights* | Miami, FL | 2013 - 2016

- Project management for the entire web development department & team
- Led a team of creative talents providing them with leadership and direction
- Produced and delivered hundreds of marketing assets for luxury brands
- Provided cutting-edge website development and graphic design services

#### Sales Executive | *Convenient Addressing* | Sunrise, FL | 2010 - 2013

- Selling top quality postal mailing equipment, systems, supplies, and services
- Developed and implemented sales strategies resulting in increased revenue
- One-on-one business interactions with clients for on- and off-site delivery
- Maintained strong customer relationships and client account management

#### Product Support Specialist | *Ultimate Software* | Weston, FL | 2008 - 2010

- Diagnose, troubleshoot, and provide support for customer technical issues
- Keeping up with product knowledge to resolve tickets submitted by clients
- Provided customers with general product support via the Help Desk system