

John Battaglini

Salem, OH

330.720.7572

johnbattaglini@gmail.com

Highly-productive marketing professional with 6+ years of experience in helping organizations grow through creative, integrated marketing strategies.

Relevant Skills

- Digital Marketing
 - Social Media Management
 - Project Management
 - Search Engine Optimization (SEO)
 - Analytics
 - Copywriting
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Experience

JULY 2018 – CURRENT

Mobility Sales | AT&T

Utilize proven sales and service techniques to build relationships and enhance customer experiences

- Identify sales and retention opportunities and present an integrated personalized solution
- Interact proficiently with a variety of online systems to problem solve

MAY 2014 – CURRENT

Founder | My Valley Marketing

I established a highly competitive digital marketing agency specializing in lead generation as a freelancer.

- Designed, developed, and optimized over 4,000 web pages that generated 154,000+ phone calls in 12 months with an overall 18% conversion rate
- Managed over 400 web projects including PHP, HTML, CSS development on WordPress Themes & Plugins

OCTOBER 2014 – AUGUST 2015

Account Executive | Yellow Pages (YP)

Created relationships with local business owners and increased account base by 27%

- Implement and managed over 55 different marketing programs using digital marketing and advertising.
- Increased revenue by \$78,000 by selling search engine marketing programs including Google Ads

SEPTEMBER 2000 – MARCH 2014

Supervisor | Verizon Wireless

Customer Financial Services Retention Supervisor (2009 to 2014), Business Collections Supervisor (2006 – 2009), Retail Store Manager (2004 – 2006), Retail Sales Consultant (2000 to 2004)

- Managed teams up to 20 full time employees in call center and retail environments. Outcome: helped develop and mentor 5 individuals for promotions into leadership positions.
 - 40% increase in custom satisfaction by utilizing Net Promoter Score and Voice of the Customer reports
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Education

2006

Bachelor's Degree in Communications Management | Jones International University, Centennial, CO

1998

Associate Degree in Business Travel & Tourism | Pittsburgh Technical Institute, Pittsburgh, PA