

# Gregory Gerlovin

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Creative thinker versed in **marketing** wizardry offering a proven track record of **success**. Natural leader who **is** experienced **in** traditional & digital campaign design, implementation, management and reporting. Strong foundation in both design & technology coupled with hands-on experience completes a strategic **vision for** managing teams, incisive decision-making, and task delegation. Ability to procure and implement client specs and project **details** acting as the liaison between client, business, creative, and technical teams.



## Professional Accomplishments

[Travel Planners](#) | [Quikbook.com](#)

Marketing Team Lead

5/2006 – 10/2014

**\_Program Management:** Oversaw marketing initiatives for Hanley Wood, Advanstar & Emerald Expositions consisting of over 30 trade shows. Maintained relationships with over 20 partners including National MS Society and Media Bistro.

**\_Product Management:** Led internal and agency staff across site enhancements, digital media exploration, influencer marketing, and CRM. Contributed to and managed website redesign, content development, optimization and evolution. Routinely presented digital strategy and results to both internal and client executives to conduct gap analysis, new product development and share achievements. Supported the launch of 20 new products.

**\_Leadership:** Trained non-technical reports on web production skills, increasing team capability. Designed and implemented departmental training programs and succession planning initiatives as well as mandatory documentation reviews.

**\_Design:** Supported sales team by creating mockups, compelling PowerPoint creative and distilling complicated processes into simple visual representations used in pitches.

[Webnotions Inc.](#) [defunct 8.2010] Marketing Manager  
Brands: A1Books | A1Overstock | A1Netalbum | A1Outlet

2/2005 – 1/2006

**\_Program Management:** Developed and executed marketing strategies that could be standardized and applied to improve business performance across the four brands.

**\_Product Management:** Launched comprehensive email program introducing templates, robust tagging and automated campaigns based on heuristic rank. Launched consumer review generation program to build shopper confidence and engagement. Negotiated monthly promotional partnerships with companies such as Samsonite Company Stores and Coleman.

**\_Project Management:** Aggressively expanded the breadth of lead generation programs to include email, search & affiliate marketing. Developed and maintained relationships with industry bloggers and new media opinion leaders to create cobranded micro sites and establish credibility via product endorsements.

[Media Training Worldwide](#)

Marketing Manager | Publisher

5/2003 – 2/2005

**\_Product Management:** Established publishing division of Media Training Worldwide creating 40 different products including books, audio, video and training software. Negotiated distribution channels including Barnes & Noble and Amazon.com.

**\_Project Management:** Implemented website shopping cart, launched affiliate program & email marketing program, developed and implemented CRM strategies to ensure customer lifecycle messaging.

## Skills

- \_PMP Certification in Progress
- \_Traditional & Digital Strategy
- \_Digital, Print & UX Design
- \_Hand Coding HTML5/CSS
- \_Copy Writing
- \_Report Design & Analysis
- \_Account/Client Relations
- \_Bilingual (English/Russian)

## Toolbox

- \_Adobe CS6: PhotoShop, Illustrator, DreamWeaver
- \_Google Analytics | HBX
- \_Microsoft Project | Basecamp

## Education

- \_Rutgers, The State University of New Jersey  
New Brunswick, NJ  
Bachelor of Arts in Communication. 2003

## Passions

- \_Passport Stamp Collecting
- \_Vintage Vespa & Motorcycles
- \_Diesel Toyota Land Cruisers
- \_Surf | Ski | Snowboard