

# FRANK VACCARIELLO

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## MANAGEMENT PROFESSIONAL

Dynamic, engaging online communicator years of progressive experience and a strong educational foundation. Strive to help organizations find their audiences and convey proper messaging using effective channels. Serve as an effective team leader and mentor. Adept at leading people during campaign efforts in small team settings. Effectively allocate resources to achieve peak results. Aim to develop plans and assign workflows to be efficient in nature. Seeking a supervisory role in the field that will allow for continued career progression.

### *Core Competencies*

Content Marketing, Leadership, Communications, Interpersonal Skills, Multichannel Marketing, Digital Advertising Campaign Planning, Website Development, Strategic Planning, Problem Solving, Writing Skills, Email Outreach, Website Content Management, SEO & Analytics, Social Media, Problem Solving, Training & Development, WordPress, CMS, Constant Contact, MailChimp, Adobe (Premiere, Final Cut, Photoshop, Audition, Acrobat Pro) Sony Vegas, Davinci Resolve, Microsoft (Word, Excel, PowerPoint)

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## EXPERIENCE

### EYE LIGHTING INTERNATIONAL OF NORTH AMERICA

#### Digital Marketing Manager

2013 – Present

- Develop an online presence across the company's three divisions; includes helping determine the direction for all company marketing (B2B & B2C)
- Offer direction and strategy for email campaigns, as well as website development and content
  - Allocate resources by combining three websites under a single hosting contract
  - Replace outsourced websites with self-managed WordPress sites, saving the company thousands of dollars annually
  - Develop content usable by website visitors that is search engine optimized to feature important information
  - Assess statistics in Google Analytics and develop web content and structure changes based on results
- Produce comprehensive Email campaigns that yield a 30-44% Open Rate
- Increased the click-through rate of digital ads by 184% across campaigns in two years
- Craft interactive, compelling social media posts; also manage social media listening to share vital data across all industries served
- Engage in digital ad development including creation, keyword research, placement, deployment, budget and results interpretation using Facebook, Instagram, Google, YouTube, Twitter and LinkedIn
- Shoot product, promotional and other videos for consumption by internal and external audiences; leverage platforms for live video including Facebook and Instagram Live

### SUB ZERO MISSION

#### Board of Directors: Director of Communication and Marketing

2016 – 2019

- Coordinated all communication, public/media relations and marketing efforts for this charitable operation
- Acted as an intermediary between donors and those they help via social media and live streams
- Drove a -100% increase in financial donations from FY2017 to FY2018

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KENT STATE UNIVERSITY

Public Relations Coordinator

1999 – 2012

- Managed communication and marketing across the Ashtabula Campus
- Determined the overall PR and marketing direction and strategy for internal campus teams including recruitment, enrollment, the Dean's Office, faculty and campus events
- Acted as the foremost point of contact and spokesperson for the campus community
- Partnered with a Designer to create print materials such as a Class Schedule Book, Campus Viewbook, marketing materials and print ads to be featured in magazines and newspapers
- Facilitated media contact such as authoring and distributing news releases
- Formulated promotional campaigns for semester enrollment, degree programs and special events
- Conferred with local media to purchase advertising time and space
- Revamped the campus cable access TV station from an outdated PowerPoint presentation to a fully digital/fiber optic station featuring a large library of produced, prerecorded and live programming

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## EDUCATION & CREDENTIALS

Bachelor of Science in Public Relations, Kent State University

Content Marketing World: 2015 & 2016

YouToo Social Conference: 2012, 2014, 2015, 2016

Constant Contact Boot Camp: 2011