

michele simari

487 PETERS BLVD. · BRIGHTWATERS, NY 11718

631.766.8576 • MICHELESIMARI@GMAIL.COM



Expert visionary and creative leader who sources and manages teams of talented individuals to develop and execute marketing campaigns that drive site traffic, improve brand recognition, and expand revenue opportunities.

Highly attuned to current and emerging approaches in web site design, incorporating search engine-friendly content and social media strategies to support appealing designs that call visitors to action. Enhance and improve product launches by devising advertising that succinctly shares value propositions and appeals to targeted audiences.

Manage media relations and placement of ads across multiple outlets to evangelize products and grow customer base while establishing top-of-mind brand awareness.

Areas of Expertise

Brand Management · Online Marketing · Media Buying · Web Design · SEO + PPC Management
Merchandising · Product Marketing & Launch · Target Marketing · E-Commerce · Creative Direction

2008 – Present **CUPPAJOE DESIGN GROUP, Brightwaters, NY**

MARKETING CONSULTANT AND CREATIVE DIRECTOR

Working with many marketing tools both traditional and modern to develop lead generation for business to business as well as customer based companies. Internet marketing includes branded webinars, search engine optimization and banner advertising. Trade show and on-site promotions coupled with targeted marketing campaigns using Facebook, Google and specifically designed landing pages to funnel shoppers through the sites to final conversions. A/B testing and analytics tracking allows honing of the market.

Key Accomplishments

- Complete redesign of the NBC Universal Video Archives incorporating new libraries and features.
- New targeted Internet marketing campaigns and search engine optimization for Sperry Federal Credit Union, creating a significant increase in loan inquiries.
- Develop new cloud marketing software for many of the top private clubs in the greater NY area.
- Brand creation and marketing of BES International, one of the leading providers of LED lighting in Brazil.
- Created sport specific images for the newly renovated Hofstra University Recreation Center.

2000 – 2008 **SOFTWARE TECHNOLOGY, INC., Mobile, AL (Acquired TestU in 2004)**

The leading provider of education data management solutions and assessment reporting to K-12 market in the southern U.S. as well as across the globe through 144 employees generating \$15 million annual revenue.

CREATIVE MARKETING DIRECTOR

Rebranded established company, creating a stronger Internet presence with search engine and Internet marketing. Designed collateral, Web sites, tradeshow displays, logos, and advertising initiatives. Developed campaigns for annual user conferences, new cloud products and international vendors.

Key Accomplishments

- Enabled more current stock of marketing collateral by implementing short-run print process, which significantly reduced expenses.
- Initiated company-branded HTML e-mail newsletter campaign, improving communications with clients.
- Increased attendance at STI user conferences through strategic interactive marketing initiatives.

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1998 – 2004

TESTU, New York, NY

Educational start-up focused on providing online college and high school test preparation courses and assessments, with \$4 million annual revenue and 33 employees. Acquired by Software Technology International in 2004.

Creative Director

Defined strategies and directions for marketing initiatives, including logos and branding in online and offline spaces. Managed team of four internal as well as contract employees in marketing and production departments. Created landing pages and entrance portals for up-selling customers.

Key Accomplishments

- Received Technology and Learning Educational Award of Excellence and Codie Award for Skill Navigator.
- Incorporated data mining and digital printing to produce targeted marketing materials that saved money while making mailers much more effective.

1990 – 1998

MCGRAW-HILL PROFESSIONAL BOOK GROUP, New York, NY

Drives the financial services, education, and business information markets through leading brands.

ART DIRECTOR OF ADVERTISING AND PROMOTION

Promoted from initial position as Graphic Designer to direct marketing, promotion, and advertising of more than 700 new titles annually, covering a wide range of topics, as well as catalogs that highlighted all products. Designed marketing materials for trade shows, retail locations, and book covers / packaging. Managed two direct reports, hiring freelance designers as needed. Conducted beta testing on digital reference titles and designed start-up screens and CD labels.

Key Accomplishments

- Team received McGraw-Hill Corporate Achievement Award for package design and marketing of CD version of Science Navigator.
- Increased visibility of brand through targeted advertising in industry publications, notably Publishers Weekly.
- Established brand and marketed new segment, enabling a new viable line not previously included in product menu.

Additional
Experience

BLACK SHEEP STUDIOS, Brooklyn, NY Graphic Designer

HOLT, RINEHART AND WINSTON, INC., New York, NY Graphic Designer

Education

GRADUATE CERTIFICATE, Internet Marketing
B.F.A., Media Communications

FULL SAIL UNIVERSITY, Winter Park, FL – 2011
SCHOOL OF VISUAL ARTS, New York, NY