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Digital Portfolio: GarrettRiggio.com

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Dear Human Resources,

As a tech-savvy, creative, and result-oriented business developer, I submit my qualifications for the Marketing/Sales position. I have over nine years of experience overseeing international digital marketing, sales, and content. I specialize in driving customer success, retention and acquisition leveraging all digital channels, analytics/KPI's, content development and team management. I hold an MBA in Digital Marketing and a BSBA in Marketing and love what I do and the people I work with play a huge role, so I was delighted to see the opening. My career overview aligns with the qualifications you are seeking, and I am confident I would make a valuable addition to the team.

My extensive hands-on experience and certifications as a Business Development Expert, D1 Athlete, Social Influencer and Sales Professional have afforded me a well-rounded and diverse skill set. I'm a sponge and absorb and adapt to every situation. Building brands, teams and web presences from end-to-end, I effectively manage online channels and global staff both in-person and remotely. I have supported corporate strategy, initiatives, vision, mission and goals with innovative solutions through creative problem-solving, competence and long-range strategic planning. I can increase productivity with proven leadership skills, high emotional intelligence and adaptability, always putting the customer first. I have the innate ability to streamline processes and enjoy creating order out of chaos. I have a competitive and creative nature consistently mastering new skills and creative solution. From playing college football and working in start-ups, to playing over seven instruments professionally while working for a billion-dollar company, I facilitate epic stories that sell. I am a natural leader and social influencer with 50K+ followers and over 100+ cross channel. I'm an excellent mediator and always finds a way to encourage and inspire others. I dare to take the less beaten path and find ways to stand out and differentiate by embracing uniqueness and being a catalyst for positive transformation.

With a complementary blend of high-level digital marketing, sales and management acumen, I am enthusiastic about discovering what I can contribute to the team and how I can add to your ongoing growth and success. Please review my resume below for additional details regarding my relevant skills and career achievements. I look forward to hearing from you and greatly appreciate your consideration.

Sincerely,

A handwritten signature in black ink that reads "GRiggio". The "G" is large and stylized, and the "R" is also large and stylized.

Garrett Riggio

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Core Strengths

- Digital Marketing/HR/Sales
- Member Experience Insights/AI
- Sales/E-commerce Strategy
- Automation Development
- SEO/SEM/PPC/Google Analytics/Adwords
- Multimedia Production/Storytelling
- Operations Management
- Conversion Improvements
- Business Development
- Project Management
- Budgeting/Fundraising
- MS Office/Adobe Suites
- Team Management
- Sales Networking
- Strategic Planning
- Content Creation
- Brand Development
- CRM Development

Career Overview***Growth Marketing and Recruitment, Advenio People, CPH,DK*** *2019– Present*

- I manage product, marketing, sales and strategic growth while hiring high-level talent & teams for startups. Currently working on the next generation of recruitment inbound marketing and sales.
- Responsibilities: Set marketing goals and objectives, plan, implement and manage global marketing strategy, contribute to the overall growth of the company: Sales, Digital, Networking & System Improvements, review and manage content marketing strategy, Google Suite, Social Media, PPC, SEO, SEM & CRM, determine KPIs for marketing; enhancing and delivering results end to end, Keep the marketing budget in check, track KPIs and Analytics on a regular basis and present reports, work closely with product, development, and innovation, create and present the marketing plan and strategy, Use data and reports to make evidence-based decisions, Analyze the company's marketing strategy and suggest improvements, stay up to date with the latest technology & implementing new tools, stay up to date with the latest best practices, attend marketing conferences, create events, PR and educational programs.

Marketing/Operations/Sales/Founder, Freelance/Partnerships/GarrettRiggio.com, US *2010 – Present*

- Lead development of logos and brands, customer acquisition and web content creation. Launched freelance web design and a digital marketing company, seeing an average growth of 8:1 ROI with a 19% decrease in average overhead cost by implementing new technology and systems.
- Managed and created both digital and print marketing for; Agency, Financial, Production, Wedding, Education, Media, Logistics, Consumer Products, Health & Fitness, Beauty, Bloggers, Real Estate, & Automotive industries.
- Orchestrating marketing efforts, team management, budget/fundraising, web design, lead generation, and business strategy and development, including design and content strategy, graphic design, videos and technology.
- Responsible for search engine optimization, SEO auditing, site optimization, analysis and reporting, PPC advertising, AdWords, social media marketing, audience engagement/monitoring/management, and paid ads.
- Spearhead; landing pages, email marketing, content dev., press releases, AI integration, turnkey management, and two-phase development: P1 strategy and sitemap planning, and P2 SEO, page content and mobile-ready.
- Partner for REVA ELECTRIC BIKES and CMO, Please take a look: (Reva.Bike)

Marketing Director/Operations, Robert Slack Fine Homes, US *2017 – 2018*

- Led web/brand management, assertive social media campaigns, market research, sales management, distribution channel management, product development and customer service for fastest-growing US real estate broker.
- Managed marketing communications, including advertising, promotions and public relations plus all general communications, online training programs, and technology: gross margin grew 144% in the first qtr, \$1.2B in rev.
- Worked directly with founders to develop current online identity. Directed all content creation, digital marketing, SEM (search engine marketing), SEO (search engine optimization), PPC (pay per click), data/metrics, tracking/measure, data analysis, campaign, strategic planning and media planning, photography, branding and video editing, consistently resulting in top 1% for relevance in paid advertisement according to Facebook.
- Spearheaded recruiting, strategic initiatives, and developed new strategies to increase our number of agents from 28 to 180 in the first seven months of employment with a 12:1 ROI and 50%+ decrease in overhead.
- Decreased advertising spends by leveraging new content, online platforms, website, blog and PPC advertising.

Sales Executive/Digital Strategist, KwikTurn Media/R+L Carriers, US 2016 – 2017

- Liaised with department heads on strategy for full-scale marketing solutions in a billion-dollar logistics company, fostering key relationships, developed sales procedures and automation in (Infusionsoft & Hubspot) with over 1000+ brands, conducting internal/external meetings closing SAAS sales opportunities B2B and B2C.
- Worked with Director of Ecommerce for R+L to set strategies to attract and sell to potential clients, travelling to client sites in order to support customer service initiatives through digital channels and public speaking events.
- Supported sales team with market research and sales collateral to inform team leads on KwikTurn's value propositions to better attract and present to potential opportunities while increasing retention by 28%.
- ROI average was 13:1 with an overhead decrease of 14% while supporting a substantial pricing increase.

Digital Marketing Consultant, Platinum Advisor Marketing Strategies, US 2014 – 2016

- Influenced decision-making at the highest levels of the tenth fastest-growing agency in the US, creating product strategy and roadmaps that identified areas of improvement. Handled digital media, video coaching, production and editing for over 350 luxury brands while training employees on new software and systems.
- Collaborated with cross-functional teams, serving as product and project manager to establish milestones and manage development and release efforts for B2B and B2C sales strategies with 9:1 ROI.
- Coordinated internal and external meetings to discuss project scope and follow-ups. Coordinated internal resources and third parties/vendors for a flawless execution of projects.
- Gathered all needed information and material to implement initiation of assigned projects, maintaining project management calendars and ensuring all projects were delivered on time, within scope and budget.

Marketing/Operations/Sales/Founder, The Red Road Foundation, Asia 2013 – Present

- Directs operations of non-profit developed to leverage social enterprise and create upcycled sustainable communities of farms, schools and safe homes globally for underage human trafficking victims.
- Managed all digital channels from creation to execution of; Events, SEO, SEM, Google Adwords and Analytics, social media, email marketing, video, digital media buys and distribution, website management, content creation, and mobile initiatives with A/B testing managing \$10k per month paid advertising budget with 11:1 ROI.
- Oversees projects in Cambodia to break ground, building brand and web presence from the ground up as well as managing and presenting at fundraisers. Managing all international clients and growth marketing campaigns.
- Recruits volunteers internationally, orchestrating marketing efforts, product development, global team management, budget and fundraising, ROI, business strategy, automation and general construction.
- Acquired public and private funding for the project, networking internationally with businesses to develop the supply chain. Built strong relationships, organizing multiple fundraisers every year.

General Manager, Digital Marketing, Terry Sports Inc., US 2013 – 2014

- Managed all operations for two ski rental shops, online and retail shops with ski-in/ski-out locations. Managed 22 employees in training, hiring, scheduling and daily activities, increasing employee retention by 52%.
- Managed all digital channels from start to finish, SEO, SEM, Google Adwords and Analytics, social media, email marketing, video, distribution, website dev., content creation, and mobile initiatives with A/B testing.
- Grew sales 29.7% in one year and decreased overhead by 9% as key leadership executive.

Education & Training

- **MBA, Digital Marketing**, Southern New Hampshire University
- **BSBA, Marketing**, University of Montana
- **Certified Business Development Expert**, Business Training Institute
- **Certified Sales Professional**, Florida State University
- **Pilot UAV**, FAA

Awards & Honors

- Recognition of Business Achievement by The University of Montana and Mansfield Center.
- Featured in Montana Health Journal, Flathead News, Bigfork Eagle and Daily InterLake for achievements
- 2009- 2010 Scout of the Year, NCAA Football, Defensive End, Academic Letterman, San Diego State University
- Reva Electric Features:

