

# Anthony Volpe

Delivering Profitable Growth Through Innovative Marketing Programs

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## Leader with 20+ Years of Integrated / Omnichannel Global Marketing & Growth Results

- Extensive portfolio at [www.anthonyscottvolpe.com](http://www.anthonyscottvolpe.com) including 90+ projects and 90 LinkedIn recommendations.
- 20+ years building & executing strategy, programs, comms, infrastructure for brand & product marketing, performance & lifecycle marketing, web, SEM, SEO, marcom, paid social, social media, content, video, display, digital, TV, PR.
- 10+ years leading marketing in e-commerce, SaaS, hospitality, travel, including eBay, Travelocity, and multiple startups.
- 8+ years' experience leading a global marketing team, possessing soft skills to collaborate, lead, motivate, support, and mentor up to 7 FTE's directly, a distributed team of 40 FTE's total globally, and multiple country marketing teams.
- Global experience across NAM, LATAM, EMEA, APAC with strong analytical capability and strategic thinking.
- Strong experience in collaborating with engineering and product development teams to shape product roadmaps.

## Competencies That Drive Unprecedented Results

Lifecycle Marketing / CRM	Go-To-Market, Segmentation, Targeting	Email Marketing, Referral Marketing
Brand Marketing, Retention	Selling on eCommerce Marketplaces	SEM, SEO, Display, Paid Social, Affiliate
Performance Marketing	Retargeting, Analytics, Social Media, Loyalty	Corporate Marketing, Product Marketing
Partnerships, Sponsorships	B2C, B2B, SMB, ABM, Demand Generation	Managed Budgets of Up To \$120 Million

## Employment History & Work Experience

**Tawkify**, San Francisco, California

**HEAD OF MARKETING** (10/20 – Present)

For the largest matchmaking service in the U.S. at [www.tawkify.com](http://www.tawkify.com) with annual revenue of ~\$22 million, managing a team responsible for all marketing activities and the ~\$10 million marketing budget, incl. performance marketing (SEM through Google PPC ads, online display through Google Display Network ads, social advertising through Facebook Ads, online video through YouTube), lead generation, sales enablement, lifecycle marketing (e-mail and marketing automation), content marketing (blog, social media), marketing technology, branding, promotions, sponsorships, referrals, affiliates.

- **Performance Marketing:** Have driven largest monthly revenue in company history the past 3 months (12/20, 1/21, 2/21), hitting our ROAS target and decreasing cost per lead for Google (PPC, online display, online video, Gmail) by 14%.
- **Marketing Automation:** Selected, integrated, & onboarded Iterable, combining e-mail & SMS text journey systems.

**Chief ROI**, Oakland, California

**CHIEF MARKETING OFFICER** (1/19 – 9/20)

For the fractional CMO service firm at [www.chiefroi.com](http://www.chiefroi.com), developing market segmentation, brand marketing, product marketing, customer acquisition (performance marketing, ABM, SEM, SEO, display, paid social, social media, microsite, landing page, sweepstakes, sales enablement, call tracking, analytics), customer engagement (events, social media, lifecycle marketing), PR, marketing tech stack / platform / tools development (CRM, marketing automation, customer journeys), and new U.S. office and operations establishment for foreign companies.

- Clients include Big Time Speedway, First Bank, Global Vision Eye Care, Hero Digital, LS Swap Masters, Orinda Classic Car Center, Scanforce.io, Social Discovery Ventures, Summerfuel, Supercuts, Surprise.com, Thalamus GME.

**MotorCrew**, San Jose, California

**CHIEF MARKETING OFFICER** (7/17 – 12/19)

Led marketing, digital for online marketplace at [www.motorcrew.com](http://www.motorcrew.com).

- **Marketing Stack Implementation:** Designed and set up ActiveCampaign (CRM, Marketing Automation), KickoffLabs (Landing Pages, Sweepstakes), Google (Ads, Tag Manager, Google Analytics), Facebook (Ads, Pixels), Zapier.
- **Customer Acquisition:** Grew net revenues by 120% by B2C marketing (car enthusiasts) & B2B marketing (mechanics, shops, experts) via managing ABM, referrals, paid search, digital display ads, social media, sweepstakes, events.

**FitPro USA**, Fairfield, California

**CHIEF MARKETING OFFICER** (02/17 – 07/17)

For this sports nutrition company at [www.fitprousa.com](http://www.fitprousa.com), created brand positioning, marketing strategy, retail channel, sales enablement & event marketing programs.

- **Account Acquisitions:** Won 13 7-Eleven retail accounts through PR, events, social media, sales enablement.

**Travana, Inc.**, San Francisco, California

**CHIEF MARKETING OFFICER** (11/15 – 02/17)

Established entire marketing function & programs from zero.

- **Revenue Development:** Grew revenue by 125% by designing digital acquisition (SEM, SEO, online & mobile display, affiliates, metasearch), offline (radio, OOH), lifecycle marketing, field marketing, demand generation
- **Marketing Org Development:** Recruited, built, and mentored marketing team from zero to 14.
- **Digital Marketing Cloud Infrastructure:** Negotiated & implemented all Adobe Marketing Cloud modules, including Experience Manager, Media Optimizer, Audience Manager, Campaign, Social, Analytics, and Target.
- **Brand Names & Logos:** Managed ideation of eCommerce website and corporate brand names and logos.

**Social Discovery Ventures**, Manhattan, New York City, New York

**CHIEF MARKETING OFFICER** (12/12 – 11/15)

For the major European eServices firm at [www.sdventures.com](http://www.sdventures.com) and with a marketing budget of \$65 million, led a team of 40 marketing staff (34 in Europe, 6 in U.S.) and 6 agencies on brand, offline, digital, mobile, affiliate, social media, CRM / lifecycle marketing, marketing ops, referrals, PR.

- **Large Revenue Increase:** Increased revenue from \$110 million in 2012 to \$170 million in 2015 (55% increase).
- **Digital Marketing Shift:** Increased average customer lifespan / retention by 5.5 days, lifetime value (LTV) by 7.9%.
- **Establishment of New Office:** Opened 1<sup>st</sup> U.S. office in New York City & built marketing team from zero to 6.
- **Innovative Integrated Event, PR, and Marketing:** Managed 2014 and 2015 sponsorships of Gumball 3000 rally, integrating strategy and execution of event participation with PR and digital, resulting in 32% of audience aware of our participation; showed 25 basis points higher response to 11 key brand messages vs. non-awares.

**Mondee Inc.**, Foster City, California

**VP, MARKETING** (01/12 – 06/12)

Led a team of 2 to develop SMB & B2C brand, customer acquisition, eCommerce initiatives for SaaS at [www.trippro.com](http://www.trippro.com) & to support wholesaler marketing- & subscription-based models for online travel agency at [www.exploretrip.com](http://www.exploretrip.com).

- **Demand Generation:** Maintained & improved lead databases, scoring, segmentation to grow revenues 120%.
- **New Product Launch:** Named, created strategy for, & designed website for company's flagship product, TripPro.
- **Digital Acquisition & eCommerce:** Initiated and managed all marketing and eCommerce activities for online travel agency ExploreTrip.com, including SEM, PPC, social media, site testing and optimization, new logo design.

**Travelocity**, San Jose, California

**DIRECTOR, MARKETING** (07/09 – 10/11)

Led a team of 5 and marketing budget of \$120 million to develop all brand, marketing strategy, ads (TV, magazine, radio, digital), sponsorships, lead gen, licensing, promotions, social media, merchandising, referrals for U.S. & Canada; developed all creative & media; managed plan for SEM, SEO, CRM / e-mail.

- **Marketing Budget Optimization:** Built \$120 million budget through newly-formed marketing mix modeling.
- **Ad Award:** Received ad industry's 2011 Effie Award for effective use of integrated TV / PR / social campaign.
- **Delivered Breakthrough Advertising:** Marketing launch of Top Secret Hotels resulted in higher than industry average brand recall (+11%) and message recall (+9%) scores, and 290% higher than goal in sales volume.
- **Licensing Program:** Increased revenue 10x, giving free brand awareness and adding profitable revenue stream.

**CA Technologies**, Redwood City, California

**SENIOR DIRECTOR OF MARKETING, SOFTWARE-AS-A-SERVICE (SAAS) BUSINESS** (10/08 – 07/09)

Led a team of 3 in brand, digital sales enablement, marketing, lead gen, web development efforts. Coordinated efforts to ensure consistent customer experience across touchpoints; working collaboratively w/ finance, legal, research.

- **Brand, Positioning, and Messaging:** Launched SaaS business by developing brand strategy & marketing programs.
- **New Website & Portal:** Developed new prospect website, new customer SaaS eCommerce portal (a 1<sup>st</sup> at CA).

**eBay Inc.**, San Jose, California

**HEAD OF MARKETING STRATEGY, PLANNING, & INTEGRATED MARKETING** (10/06 – 10/08)

Managed a team of 4 and a marketing budget of \$30 million to develop marketing strategy, integrated marketing launches, budgets, and planning for all buyer and seller / SMB audiences for eBay Motors; then later, a budget of \$280 million across eBay Private Marketplace, Half.com; co-developed all magazine, display, billboards, radio, SEM, PR, direct mail, events, merch, catalog, promotions, sales enablement, demand generation, and CRM / lifecycle marketing programs.

- **Revenue Generation:** Grew eBay Motors revenues by 6%+ consecutively for 2 years to over \$400 million.
- **Econometrics Analysis:** A 1<sup>st</sup> at eBay, introduced to create eBay's optimal marketing budget & marketing mix.
- **Innovative Approach:** Tried new software & process for marketing strategy and planning, later adopted pan-eBay.

**Intel Corporation**, Santa Clara, California

**HEAD OF LIFECYCLE MARKETING, MARKETING STRATEGY** (05/00 – 10/06)

Developed marketing strategy for consumer and business products in emerging markets and gaming products in mature markets, and coordinated worldwide marketing efforts with country & marketing managers for successful execution; managed CRM / lifecycle marketing for 3+ million subscribers; developed digital display campaigns for product launches.

- **Innovative Approach & Cost Savings:** Re-positioned as consistent, "One Intel" brand across emerging markets; built templated, modular ad campaign, resulting in \$1+ million savings; approach used in all subsequent Intel campaigns.
- **eCommerce Improvement:** Re-vamped Where-to-Buy eCommerce capabilities on Intel.com, increasing Visits (up 36%), Unique Visitors (up 36%), Search Sessions (up 18%), Profile Page Views (up 47%), Referrals (up 42%).

## Early Career

**GENERAL MOTORS / CHEVROLET DIVISION** (05/99 – 08/99), MBA Intern

**DYNAX** (08/92 – 08/98), VP of Sales & Marketing

**IBM** (10/90 – 08/92), Marketing Specialist, Asia

**TBWA \ CHIAT \ DAY** (05/88 – 10/89), Assistant Media Planner

## Education

**UNIVERSITY OF MICHIGAN** (2000), Master of Business Administration in Marketing (MBA), Ann Arbor, Michigan

**UNIVERSITY OF SOUTHERN CALIFORNIA** (1988), Bachelor of Science in Marketing (B.S.), Los Angeles, California