

Anthony Volpe **Delivering Growth Via Innovative Branding & Marketing**

6208 Ruthland Road, Oakland, CA, 94611 • (415) 994-9524 • [Email](#) • [LinkedIn Profile](#) • [Brand & Marketing Portfolio](#)

Chief Marketing Officer / VP of Marketing / Head of Marketing

- 20+ years' success as strategic full-stack marketer with strength in brand & growth marketing in B2C, B2B2C, & B2B.
- 10+ years at fast-paced startups as CMO / VP, Marketing / Head of Marketing as member of executive leadership teams.
- 10+ years at global, high-tech, Fortune 500 firms (Intel, eBay, Travelocity, CA Technologies) leading marketing functions.
- 10+ years' experience leading high-performing marketing teams, up to 40 FTEs, across multiple global locations.
- Player-coach mentality; equally excited to lead and manage as to optimize digital and multi-platform campaigns.
- Adept at building strategic marketing agenda roadmaps, creating new capabilities, and integrating offline and digital initiatives around future consumer engagement, delivery and loyalty; strong brand empathy and creativity.
- [100+ Examples in Brand & Marketing Portfolio](#), [100+ LinkedIn Testimonials](#)

PROFESSIONAL EXPERIENCE

Chief ROI, **CHIEF MARKETING & BUSINESS DEVELOPMENT OFFICER** (08/22 – Present, 03/17 – 05/21)

Fractional executive delivering growth via brand, marketing, business development strategy & programs for (and usually titled as Chief Marketing Officer, VP of Marketing, or Head of Marketing by) both startups and established firms.

- **Atlético de Madrid Summer Camps** - Grew revenue by 225% via new paid social, SEM / paid search strategy & program.
- **Big Time Speedway** - Grew revenue 135% via new microsite, SEM / paid search, social media, event ticketing.
- **Classic Car Center** - Grew count of highest-revenue customers by 15% via new targeting, SEM / paid search, microsite.
- **First Bank** - Facilitated digital transformation in retail by defining go-forward First Bank digital customer experience.
- **FitPro** - Drove 400% increase in revenue via brand and marketing strategy, social media, & retail marketing programs.
- **Global Vision Eye Care** - Grew operational efficiency by 15% via improvements in digital documentation & scheduling.
- **LS Swap Masters** - Grew revenue 105% in new business line via new microsite, SEM / paid search, events, partnerships.
- **MotorCrew** - Grew revenue 350% via new segmentation, brand, SEM, paid social, brand, social media, events, PR.
- **Scanforce.io** - Grew revenue by 85% via new marketing, website, SEO strategy, & SEM / paid search programs.
- **Social Discovery Group** - Established U.S. recruitment, facilitated 1st corporate acquisition in U.S. for European firm.
- **Summerfuel** - Grew revenue by 15% via marketing strategy development, paid search / SEM, paid social, social media.
- **Supercuts** - Grew revenue 19% via new paid search / SEM strategy and programs for all San Francisco Bay Area stores.
- **Surprise.com** - Developed and implemented positioning, messaging, social media strategy (Twitter, Instagram), video.
- **Tawkify** - Grew record revenue (\$22MM ARR), hit ROAS target, & decreased Google CPL by 14%, all with \$10MM budget.
- **Thalamus GME** - Grew revenue via new segmentation & marketing strategy, email, trade show, collateral, promotions.

Mode Mobile, **VP, GLOBAL MARKETING** (05/21 – 07/22, Remote)

- Grew record revenue from \$10MM ARR to \$36MM ARR in 1 year across 150+ countries with 10-person team and \$15MM+ marketing budget, via brand strategy, brand / marketing campaigns, marketing strategy, customer segmentation, personas, online display, PR, and SEO content development (from scratch to 100+ articles in 3 months).
- Designed, led, & implemented new brand strategy, architecture, design, and naming of company and all of its products.
- Saved \$200k annually, and increased efficiency by 22%, by aggressively changing lifestyle marketing strategy and led move of marketing automation system from Customer.io to CleverTap in cooperation with CTO and CPO.

Travana, **CHIEF MARKETING OFFICER** (11/15 – 03/17, San Francisco, California)

- Grew revenue to \$15MM ARR, from scratch via affiliate, brand, lifecycle marketing, online display, radio, SEM, SEO.
- Recruited & mentored marketing team from zero to 14; implemented all Adobe Marketing Cloud stack from scratch.

Social Discovery Group, CHIEF MARKETING OFFICER (12/12 – 11/15, Manhattan, NYC, New York)

- Grew revenue from \$110MM in 2012 to \$170MM in 2015 (55% increase) via 40-person team (34 in Europe, 6 in U.S.), 6 agencies, \$65MM marketing budget and via brand, digital (SEM, SEO), mobile, online display, sponsorships, radio, TV.
- Established 1st-ever U.S. office for European e-services firm, in Manhattan / NYC, growing from zero to 13 employees.

Mondee, VP, MARKETING (01/12 – 06/12, Foster City, California)

- Grew revenue 120%, named, bought domain, & designed site for new flagship SaaS product, TripPro.
- Managed SEM, social media, site testing and optimization, new logo design for online travel agency ExploreTrip.com.
- Left when investors changed strategy and funding to focus on product development and 100% de-funded marketing.

Travelocity, DIRECTOR, BRAND, MARKETING, PROMOTIONS (07/09 – 10/11, San Francisco, California)

- Grew revenue 9% w/team of 5, 2 agencies, \$120MM budget to develop brand, marketing strategy, ads (creative, media).
- Optimized \$120 million budget through newly-formed marketing mix modeling (MMM) / econometrics analysis.
- Received ad industry's 2011 Effie Award for effective use of integrated TV / PR / social campaign.

CA Technologies, DIRECTOR, MARKETING (SAAS BUSINESS) (10/08 – 07/09, Redwood City, California)

- Established and launched SaaS business from scratch by developing brand strategy & marketing programs.
- Led a team of 3 in brand, digital sales enablement, marketing, lead gen, web development efforts.
- Developed new prospect website, new customer SaaS eCommerce portal (a 1st at CA).

eBay, HEAD OF MARKETING STRATEGY (10/06 – 10/08, San Jose, California)

- Grew eBay Motors revenues by 6%+ YOY for 2 years, to over \$400 million, and managed a team of 4 and marketing budget of \$30MM, to develop marketing strategy, integrated marketing (online display, OOH, print, SEM)
- Trialed new software & process for optimizing marketing strategy and planning, later adopted pan-eBay.

Intel, HEAD OF MARKETING STRATEGY (EMERGING MARKETS) (05/00 – 10/06, Santa Clara, California)

- Saved \$1.5MM+ in production costs, and vastly increased all geos' satisfaction with corporate support, by creating new customer segmentation, marketing strategy, and templated, modular campaigns for B2C, SMB, and enterprise products, and used globally in all emerging markets (LATAM, EMEA, APAC), via online display, OOH, print, TV, and websites.
- 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%), and referrals (up 42%).

Dynax, VP SALES & MARKETING (02/95 – 08/98, Livonia, Michigan)

- Established U.S. headquarters and the first ever U.S. office for the Japanese automotive tier 1 parent company.
- Grew U.S. annual revenue from \$4MM to \$60MM (up 1400%) by winning new, major business from Ford and General Motors, which justified construction of the Japanese parent company's 1st ever overseas factory (180,000 sq. feet / 16,700 sq. meters) which eventually became the largest private employer in Botetourt County, Virginia.

Dynax, MARKETING MGR., OVERSEAS BUSINESS DEPT. (08/92 – 02/95, Chitose, Hokkaido, JAPAN)

- Grew \$4MM in new annual revenue by winning 2 new contracts at Ford (U.S.) and 1 new contract at BEMEL (India).

EDUCATION & CERTIFICATIONS

JAPANESE LANGUAGE PROFICIENCY CERTIFICATION (日本語能力試験), Level 2 / Advanced, Tokyo, JAPAN

UNIVERSITY OF MICHIGAN, Master of Business Administration (MBA), Ann Arbor, Michigan

UNIVERSITY OF SOUTHERN CALIFORNIA (USC), Bachelor of Science (B.S.), Los Angeles, California