



MARKETING STRATEGIST & BRAND FACILITATOR

Antonio Lovera
834 Garnet Circle
Weston, FL 33326
(954) 600-6770
antoniolovera@icloud.com



follow me



+ \$34M in Growth and Sales Connecting the Soul of the Brands with the Heart of their Consumers!

As multicultural skilled marketing strategist and brand facilitator, I have helped all type and sizes of companies to build and convert strong customer loyalty into organic sales and natural growth. My lifelong passion for creativity and solid expertise in any form of innovative communication has allowed me to develop WholeBranding®, a proven proprietary emotional and experiential marketing model that connects effectively products and services with their core audience off and online, guaranteeing long lasting and more productive relations.

Creative & Intuitive Mindset to approach, deal and resolve daily challenges

Strong Visionary capable to inspire others to embrace the marketing vision

Business Intelligent with core knowledge of how business works and put it to use

Digital Guru who lives on the cutting edge of technology and trends

Multicultural Communicator able to go beyond languages and cultures

Natural Leader & Team Player capable to inspire and build synergy with traction

Strategic Thinker highly skilled in developing digital content marketing

Metric-Obsessed Pro qualified to design and follow up budgets with analytical skills

Strong Sales Supporter with project management and training capabilities

Decisive Implementer who delivers fast and effective solutions to marketing troubles

GAINED EXPERTISE & ACCOMPLISHMENTS



WholeBranding | Pembroke Pines, FL | wholebranding.com

Marketing & Branding Lead Consultant, 2012–Present

As marketing & branding lead I handle all aspects of our clients marketing and branding strategies. I also supervise and empower their sales and marketing teams actively to achieve and exceed their goals. My expertise in digital and content marketing has produced the metrics needed to increase their ROI and boost the return in loyalty from their customers in the US general and emerging markets including Latin America.

Technopak /JORESTECH®

Challenge: After 10 years in the manufacturing market, the company needed diversify its line of products and develop its very first private brand to compete with the top players within marketplaces like Amazon, Ebay and its own.

Action: Developed JORESTECH and its sub-brands to penetrate and boost market positioning including brand equity build-up .

Result: successful positioning of brand 4 divisions and developing 8 additional brands increasing overall sales up to 42% after 18 months.

OfficeDepot/OfficeMax

Challenge: After the official merge in 2013 OD needed to integrate and revamp their legacy and private brands in both B2B and B2C arenas to minimize lost of brand equity and increase the share of the market against national brands

Action: Personally involved putting together new brands architecture and strategies to secure and increase market participation and brand equity.

Result: successful repositioning of 6 OD/OM private brands and boosts their visibility by +54% within 12 months.

FGGS Engineering / RTS Corporation

Problem: companies operated at a cost of \$3,450,000 due to Industry trend with zero growth in 2013

Action: I developed, supervise and execute a 3-year strategic marketing plan to make US operation diverse and more effective, plus the effective new market penetration (Brazil)

Result: After 24 months of its implementation company has achieved a healthy growth up to 15% in the US general market and has diversified their services offer. Brazilian market has closed \$1,975,000 in sales since then.

USACO Worldwide

Problem: in 2012 Company was operating with virtual zero digital presence and marketing and sales were working in different directions and no goals set. Industry brand recognition was below 10%

Action: With the CEO support I lead a digital brand launching creating the right conditions to gain traction, set specific sales/marketing goals

Result: Sales increased up to 27% within 18 months and achieved a 65% increment in brand recognition by end of 2015



The Art of BRAND LOYALTY Conversion™



**ACQUIP | Miami Beach, FL | [acquip.com](http://acquip.com)**  
Marketing & Business Development Director, 2010–2012

As Marketing & business development director I enhanced and modeled the organization brand identity, reputation, marketing and global expansion including LATAM emerging markets. I also completed and converted fully integrated marketing and Co-Ops programs including tactical campaigns for different market niches and audiences.

#### **Major Accomplishments**

- Increased revenues from \$950,000 in 2010 to almost \$3.5 million in 2012 and opened the Latam market client base from 0 to 42 in 16 months
- Designed and implemented TurbineKey™, a digital marketing B2B alliance in the energy industry
- Created and oversaw the sales and marketing department performance (5 people)
- Consolidated and improved in 78% the ability to qualify and forecast the company leads generation



**Creatavivendi /VI GROUP | York, PA | [visimpact.com](http://visimpact.com) & [creatavivendi.com](http://creatavivendi.com)**  
Digital Marketing & Business Development Director, 2008–2010

As digital marketing and business development director I identified and formulated the marketing strategy to enter and penetrate the US multicultural market through some Fortune 500 companies. In the digital arena I revamped the marketing and branding content incorporating and integrating the multicultural component. I also coached and persuaded mainstream companies to consider their business expansion through innovative digital marketing initiatives to gain brand followers and lead nurturing via social media outlets.

#### **Major Accomplishments**

- Carried out successfully more than 15 fully integrated programs including community outreach digital initiatives for company clients.
- Increased up to 35% the company active clients base from 21 client to 53 by 2010 using integrated CRM platforms with CRM programs
- Organized a loyalty certification program for current clients and redesigned completely the distribution channels representing 57% of company natural growth and \$5.6 M in revenues by end 2009



**THE SAN JOSE GROUP | Chicago, IL | [thesanjosegroup.com](http://thesanjosegroup.com)**  
Integrated Marketing & Creative Director, 2006–2008

As the Integrated marketing and creative director I was commissioned to accelerate and influence FORTUNE 1000 companies to implement SJG marketing and lead generation model. I also designed and performed multilevel meeting and presentation with their sales and marketing teams in order to formulate and revitalize their accomplishments and multiply marketing opportunities. I led a team of 8 people responsible to build and shape up 360-degree experiential initiatives for the company business partners.

#### **Major Accomplishments**

- Increased up to 76% COMED (utility) brand recognition and revenues up to 38% among the US multicultural market.
- Modeled 9 fully integrated off and online programs for American Family Insurance and extended 4 current sales force programs to the US west coast at large.
- Innovated Harley-Davidson sales and distribution approach to Latin America and create for the first time a multicultural loyalty program to tap cross over brand customers in Mexico and the Caribbean.
- Introduced 3 CRM multi-platform products integration for SPAM (food) including the launching of its online experiential content.

## **EDUCATION**

- Master in Marketing Management** | Gran Mariscal de Ayacucho University | Barcelona, Venezuela
- Bachelor in Visual Arts -Graphic Design & Marketing** | IDD /Newman Design Institute | Caracas, Venezuela
- Bachelor in Computer Science** | UNIMET, Metropolitan University | Caracas, Venezuela

## **AWARD & RECOGNITIONS**

- WholeBranding. Emotional Marketing Model** | Creator (Trademark & patent) | Fort Lauderdale, FL
- (2) Addy's Award | The best 360 Campaign for "American Family Insurance"** | Chicago, IL
- Telly & Effie Award | The best TV Spot for "COMED"** | Chicago, IL
- Addy Award | The best Print Ad "Corona Extra"** | Raleigh, NC
- Oracle Award | The best in Advertising "BB&T"** | Raleigh, NC
- BiVe Banco de Ideas de Venezuela** | Founder & Creator | Porlamar, Venezuela
- Y&R Creative Worldwide Award | The best Campaign for "Radio Shack"** | Caracas, Venezuela