



Denny Ricatti

Marketing & Sales

An experienced dynamic professional with a strong background in Marketing & Sales. Focused on managing client accounts and developing projects. Providing customer clientele with an expertise in B2B & B2C solutions for over 15 years. Delivering business support to companies by helping to manage campaigns, generate sales, create content, and build brand awareness. Also encompassing a valuable set of technical skills for producing cutting-edge marketing services for client products.

Personal Skills

Business Development
Account Management
Project Management
Web Development
Graphic Design
Market Research
Team Leadership
Problem Solving
Communication
Multitasking

Technical Skills

Microsoft Office
Google Office
Asana / Monday
Salesforce / CRM
Adobe (Ps, Ai, Id)
WordPress
Shopify Plus
Analytics & SEO
Digital Marketing
Hosting & Domains
Klaviyo / MailChimp

Education

Associate of Science
Production Engineering
S.A.E. Technology
2003-2005

Associate of Arts
Business Marketing
Boston University
2000-2002

Languages

English & Spanish

Contact Info

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Experience

Marketing Manager | *The Tridecagon* | Miami, FL | 2021 - present

- Managing and servicing client accounts while maintaining business relationships
- Plan, execute, and manage multi-channel marketing campaigns to increase sales
- Develop and execute marketing plans, KPI tracking, and performance metrics
- Identify new business opportunities and renew client service agreements
- Create and develop cutting-edge marketing content on various platforms

Account Executive | *Creative P.L Agency* | Miami, FL | 2018 - 2020

- Contracted several new client accounts for their business marketing solutions
- Worked with existing client accounts to ensure they will renew their contracts
- Generated company sales revenue resulting in reaching quota every quarter
- Provided marketing strategy, direction, and consultation for client content

Sales Account Manager | *Biscayne Times* | Miami, FL | 2016 - 2019

- Account management for media advertising sales and digital marketing services
- Offered clients advertising products & services for newspaper ad placements
- Helped clients to build brand awareness, net sales, and customer engagement
- Editorial content management for customer campaigns and sale promotions

Web Manager / Developer & Designer | *Crescent Heights* | Miami, FL | 2013 - 2016

- Project management for the entire web development department & team
- Led a team of creative talents providing them with leadership and direction
- Produced and delivered hundreds of marketing assets for luxury brands
- Provided cutting-edge website development and graphic design services

Sales Executive | *Convenient Addressing* | Sunrise, FL | 2010 - 2013

- Selling top quality postal mailing equipment, systems, supplies, and services
- Developed and implemented sales strategies resulting in increased revenue
- One-on-one business interactions with clients for on- and off-site delivery
- Maintained strong customer relationships and client account management

Product Support Specialist | *Ultimate Software* | Weston, FL | 2008 - 2010

- Diagnose, troubleshoot, and provide support for customer technical issues
- Keeping up with product knowledge to resolve tickets submitted by clients
- Provided customers with general product support via the Help Desk system