

# Gary Marcoccia

Digital Marketer,  
Brand Builder

## Personal Info

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## LinkedIn Profile

[linkedin.com/in/garymarcoccia](https://www.linkedin.com/in/garymarcoccia)

## Timeline of Experience

[directorofhelping.com#about](#)

## Hard Skills

### Affiliate/Influencer



### Brand Management



### Content Deployment



### Copywriting



### Marketing Strategy



### Social Media



## Professional Statement

Digital Marketer and Leader with over 15 years of experience in Strategic Marketing, both client and agency side, focused on Brand Building and Customer Acquisition. Specialized in Affiliate, Influencer, and Social Media Marketing.

## Experience

Jan 2001-  
Present

### **GravityFed, Co-founder/Chief Business Officer**

- Created one of the first mountain culture website in Utah dedicated to outdoor lifestyle.
- Launched and grew to profitability several additional lifestyle websites including [The Daily POW](#).
- Executed re-brand and co-lead project management for platform development on flagship website.

Jul 2015-  
Jun 2017

### **Cornell University, Marketing Manager**

- Produced marketing assets and collateral for Campus Life and Living at Cornell division clients.
- Managed the product development, roll-out, and marketing strategy for [Cornell Dining Now](#).
- Created reporting framework on analytics and engagement for public-facing website tools and applications.

Oct 2005-  
Dec 2014

### **AvantLink, Co-founder/VP Marketing**

- Developed and executed go-to-market and demand generation strategies for innovative new SaaS product(s).
- Created and managed the execution of annual marketing plans to sustain growth through start-up phase.
- Contributed significantly to milestones of "profitability" and "debt-free status" within five years.

Sep 2003-  
Oct 2005

### **Backcountry, Affiliate Program Manager**

- Head of operations for the affiliate marketing channel during early growth stage for the company.
- Developed, managed and provided support for hundreds of publisher relationships.
- Channel generated 6-8% of revenue with 60% of sale referrals being new-to-file customers.

## Education

Sep 1991-  
May 1997

### **Alfred University, M.P.S. Community Services, B.A.**

- Earned Bachelor of Arts in Criminology, Pre-Law.
- Earned Master of Professional Studies in Community Services.
- Discovered HTML through graduate school elective course work.

## Areas of Expertise

Affiliate Networks, Ambassador Management, Blogging, Branding, Communications, Content Creation/Deployment, Copywriting, Ecommerce, Entrepreneurship, HTML/CSS, Influencer Platforms, Leadership, Management, Marketing Strategy, Outdoor Industry, Press Releases, SEO/SEM, Social Media

## Collaboration Tools & Software

Assembla, Basecamp, Bootstrap, Dreamweaver, Google Analytics, HubSpot, Illustrator, MailChimp, Media Rails, Photoshop, Salesforce, Sharepoint, Shopify, Slack, Wordpress