

PRIMARY SKILLS

Over many years, I have expanded my skillset to include nearly every facet of modern marketing, both digital and traditional. Confident in my abilities, my diverse experience and curiosity for exploring new marketing channels has accrued award winning results.

AREAS OF EXPERTISE

Marketing Strategist

- Marketing Plans
- Strategic Guidance

Search Engine Marketing

- Search Engine Optimization
- Content Creation
- Articles
- Photography
- Videography

Brand Designs

- Logo Designs
- Business Cards Designs
- Brochure Designs

Communications

- Internal Communication Plans
- Public Communications Plans
- Media Buy Plans
- Media Buy & Management
- Social Media Plans
- Press Releases
- Social Media Management

Experiential Marketing

- Equipment Sourcing
- Promotional Material
- Strategic Design

Project Management

- Managing Projects
- Gathering Vendor Quotes & Negotiating Rates
- Monitoring and Adjusting
- Quality Control

Copywriting

- Ad Copy
- Articles
- Blogs

Video Production

- ShotList
- Equipment Rental & Management
- Animation
- Videography
- Editing
- Sound Editing
- Motion Graphics

Event Marketing

- Equipment Sourcing
- Promotional Material
- Strategic Design

Fullstack Developer

- Front-End Developer
- E-Commerce Website Development
- Custom Development

UX/UI Web Designs

- Site Map
- Wireframing
- Renderings

PROFESSIONAL EXPERIENCE

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Marketing Manager, Strathcona Business Improvement Association

Made in Strathcona Campaign, www.MadeinStrathcona.com

2012 - Present

- Developed a 5year strategic marketing plan for the SBIA, focused on shifting public perception of the neighbourhood. Through a campaign, I effectively drew foot traffic and new businesses to join the area.
- Created and developed the 'Made in Strathcona' brand and promoted it through various elements include website, media planning and buying, public relations, social media and public tours.
- Created and developed an interactive map that showcased the thriving businesses within the neighbourhood, which could be searched by key sectors that the BIA wanted to attract such as cafes, restaurants, breweries and locally made goods.
- Designed 15 life-sized 'Destination Pins' to promote local business properties.
- With limited resources, I catered the messaging to earned media, and created value for their target with topics such as "supporting local" and "hidden gems"
- Campaign received over 15 million impressions from over 30 media outlets including television, print and digital.
- 12,000 page views over the course of three weeks.

Marketing Manager, Opticians Council of Canada

Love Your Eyes Campaign, www.weloveyoureyes.ca

2011 - Present

- Developed a multiyear marketing plan with the greater goal of creating the "Licensed Optician" brand well known and trusted across Canada.
- Developed an online contest through a unique website that would grab the attention of their target audience and was educational enough to make real long lasting impacts with the public.
- Within 35 days, all rich and reach measurements were exceeded, some as many as ten times over.
- Developed a unique promotional video with motion graphics to illustrate the value and role of a licensed optician, which was both educational and showcased the technical elements of vision health devices.
- 150,000 webpage views and over 750,000 social media impressions. Overall, I was able to achieve over 8,000,000 impressions by highly engaging users who answered skill-testing questions over the course of the campaign.
- Developed a Communications Plan to maximize the proper social media channels to further engage their audience across the country, as well as creating engaging social media posts through targeted copy focused on capturing mothers.

Marketing Manager, XYBOOM Intergenerational Organization

XYBOOM Conference, www.xyboom.com

January 2012 - 2014

- Created a unique campaign to promote the inaugural event for the XYBOOM Intergenerational Organization focused on fostering a dialogue about intergenerational issues through a public event.
- The highly integrated campaign was promoted through public relations, social media, web video, media buying, sponsor activations and a public installation which all directed back to the campaign website, which I developed as well.
- Strategically promoted the event under the umbrella tagline: "Three Generations. One Future."
- 23,000 website page views in just four weeks, as well as media coverage on over 20 different outlets including CBC, CKNW and Canada News Centre.

DAMIAN ROMANO RESUME

DR

“Helping organizations to become authentic industry leaders through exceptionally diverse range of skills and abundant experience”

HONORS & AWARDS

Hermes Creative Awards 2015

Integrated Marketing Campaign Winner

Gold Quill IABC Awards 2014

Award of Excellence for Communication Management / Social Media Programs

CPRS Awards of Excellence 2014

Best Electronic and Social Media Projects Winner

MarCom Awards 2014

Marketing Campaign Platinum Award Winner

SPEAKING ENGAGEMENTS

Educating and presenting to groups about basic social marketing, developing strategic marketing plans, building brands and intergenerational marketing and communications. Here are some highlights:

Target Marketing | How to Maximize your BIAs Resources

IDA Conference

Intergenerational Marketing

IABC/BCHRMA Joint Event & BIA BC Conference

Social Media Presentation

Education Days Across BC

Love Your Brand

Ontario Association of Canada

MEDIA INTERVIEWS

CBC TV and Radio,
Bill Good Show
the Province
PeopleTalk
CKNW Radio
Y57 Radio

INTERESTS

Music, Memes, Gifs, Game of Thrones, Documentaries on Netflix, Ramen

CONTACT

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REFERENCES

References Available Upon Request.



If you haven't already noticed, this resume may sound a bit like it's too good to be true. That's because it is. At My Loud Speaker Marketing you get a full service marketing team for the price of one employee's salary.

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