

## 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.

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## 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](http://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](http://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](http://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.

Get started with a complementary proposal and experience over a dozen strategic and creative minds working towards your vision for the price of one salary.