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Portfolio: [www.mattaiello.com](http://www.mattaiello.com)



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Creative and energetic Marketing Director known for developing engaging traditional and online campaigns that increase brand awareness and drive marketing initiatives with outstanding returns. Proven leader who possesses excellent organizational, analytical, negotiation and creative skills.

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## Experience

### 2006-Present – Marketing Communications Director • Jan Marini Skin Research • San Jose, CA

- Directed and developed a team of marketing communications professionals.
- Rebranded the company's identity, including corporate logo, all marketing collateral and websites.
- Increased portfolio of intuitive marketing tools to support sales team by more than 50%.
- Established corporate social media presence and increased Facebook following by 325% in 2011.
- Managed the creation/launch of the company's e-commerce website, increasing annual sales by 10%.
- Developed and launched elegant packaging for over 90 products and reduced packaging costs by 20%.
- Expanded email marketing database to 40K by profiling via trade shows, social media and website.
- Increased traffic to website and call center through targeted email campaigns, attaining an average open-rate of 24%.
- Produced a corporate Extranet, granting authorized distributors access to online ordering, marketing collateral, clinical studies, webinars, high-resolution brand images, archived newsletters and other valuable resources.
- Introduced co-branded print portal, allowing authorized distributors to customize marketing collateral while maintaining corporate brand integrity.
- Digitally surveyed consumer and reseller channels to develop focused marketing strategies.
- Managed public relations efforts, increasing product and brand awareness. The company's products were featured on The Doctors and Extra, as well as placements in Elle Magazine, Harper's Bazaar, Allure, NewBeauty and several internet blogs.
- Developed relationships with several celebrity makeup artists and supported popular TV shows such as Lost, Community and The Big Bang Theory.
- Served on the company's research and development board along with key executives to develop and strategically plan the positioning of new products to the marketplace.
- Cultivated relationships with packaging, print and photography vendors. Reduced printing costs by 20% in the first year with the company.

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### 2003-2006 – Webmaster • Costa DeVault • Orlando, Florida • Advertising & Public Relations

Coordinated project management — including implementation of concept, design, and development — for all website and interactive projects, as well as created brand identities and logos for various clients. Duties included managing and operating the company's computer network, and handling website hosting administration for more than 50 domains.

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### 2001-2003 – Designer • Active Communications • Orlando, Florida • Internet Service Provider

Produced website concepts, design and development, as well as created logos and brand identities. Served as the systems administrator of the company's computer network.

## Digital Skills

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- Adobe Dreamweaver
- Adobe Photoshop
- JQuery
- Adobe Illustrator
- CSS
- Microsoft Office
- Adobe InDesign
- HTML
- OS X and Windows

## Awards & Certifications

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- **Constant Contact All-Star Award** • Best Practices in Email Marketing
- **Image Award** • Distinction award for Broad Street Partners USA website
- **Image Award** • Judges award for Tradition Towers interactive CD
- **Web Award** • Outstanding Website in Real Estate for The Carlisle
- **Web Award** • Non-Profit Award of Distinction for the Morse Museum website
- A+, Network+ and Microsoft Certified Professional

## Education

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**2003 – Bachelor of Arts in Digital Media, Internet and Interactive Design**

University of Central Florida • Orlando Florida