

SUMMARY

Creative and results-driven marketing and eCommerce professional with a background in writing and hands-on experience executing campaigns, managing digital platforms, and driving growth.

CONTACT

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leobaratta.com

SKILLS

- Web Design
- Graphic Design
- Pay-per-click Advertising
- Email Marketing
- SMS Marketing
- Radio Advertising
- Copywriting
- Team Management
- Search Engine Optimization
- Event Planning
- Project Management
- Magazine Advertising
- Social Media
- Apparel Design
- Store Signage Design
- Website Management
- Photo Editing
- Ecommerce

TECHNOLOGY

- Microsoft Word, Excel, etc.
- Wordpress
- Shopify
- Google Workspace
- Meta Suite
- Adobe Suite (Photoshop)
- Simplr
- Moz Pro, AHREFS, SEM Rush
- Web Hosts (GoDaddy, etc.)
- ChatGPT & Other AI
- Google Analytics
- Google Search Console
- Google Ads
- Magento
- Omnisend, MailChimp, etc.
- Screaming Frog

LEO BARATTA

MARKETING & ECOMMERCE EXPERT

WORK EXPERIENCE

Marketing Manager

2023 – PRESENT

Wallauer Paint, Hardware & Design

- Orchestrates comprehensive marketing initiatives across 16 retail locations featuring three prominent product brands (Benjamin Moore, ACE Hardware, and Hunter Douglas), overseeing budgeting, strategic planning, and execution.
- Manages all marketing channels, including digital ads, direct mail, print ads, store events, radio, video streaming, social media, websites, and SEO.
- Executes graphic design for various materials such as flyers, digital banners, physical banners, emails, business cards, and internal collateral, utilizing tools like Canva, Adobe Illustrator, and Photoshop.
- Plans and executes in-store events for grand openings and contractor appreciation events at all locations.
- Implements platforms such as Vista Social for social media collaboration, Simplr for a new employee portal, and Epicor for a contractor B2B portal.
- Crafts compelling copy for a range of marketing materials, including emails, website content, radio scripts, blog posts, and more.

Website Manager

2021 – 2023

Kosherline Gourmet Gifts / Swersey's Chocolate

Managed website operations using Shopify and WooCommerce, oversaw tasks such as implementation of new apps and platforms, analyzed sales and customer data, crafted marketing emails, wrote copy, edited photos, and conducted website maintenance and catalog management.

Ecommerce Store Manager

2014– 2020

JAM Paper & Envelope (jampaper.com)

- Oversaw comprehensive management of the ecommerce website Jampaper.com, including the product catalog, storefront, and content creation encompassing videos, photos, graphics, and text.
- Led both Social Media and Email Marketing teams, ensuring top-quality output, optimal conversion rates, and high engagement levels.
- Leveraged multiple SEO tools to monitor search rankings, track backlinks, identify opportunities for improvement, and optimize keyword usage.
- Personally designed key sections of the website using HTML/CSS.
- Utilized Google Analytics to track and analyze conversion rates, traffic patterns, sales data, and identify any potential site issues.
- Collaborated with overseas developers on implementing new site features and addressing routine bugs within the website.

EDUCATION

East Stroudsburg University

2009 – 2013

Bachelor of Arts – English