



Peter Pugliese

33 Barker Ave Apt 3E, White Plains, NY 10601-1621 • 914.815.2910 • Peter@pjpugliese.com

eMarketing Professional

Forward-thinking innovator continually forging profitable new paths, including transforming innovative ideas into new business processes. Able to achieve breakthrough results using solid analytical and communication skills. Leads cross-functional projects to reach organization objectives. Identifies processes for continuous improvement and implementation of effective solutions. Resolves complex technical issues related to business applications, while communicating solutions to business areas. Impeccable integrity and work ethic.

- Unique blend of technology, marketing, and non-profit management.
- Consistent execution of wide-ranging business, marketing, communication, product launch, and new offering introductions.
- Dynamic leader with expertise in training, and motivating teams by creating a passion for achieving measurable goals. Cultivated relationships with major vendor such as Google and ExactTarget.
- Possesses confidence and patience to effectively communicate with hundreds of users from all levels.
- Demonstrates ability to learn and teach new concepts, easily adapt to change and manage multiple concurrent tasks.

Skills

Specialties

Online Marketing, Online Fundraising, Email Marketing, Social Networking, Internal Communication, Website Usability, Web Content Management.

Software

Microsoft Office, Dreamweaver, Photoshop, Acrobat, Alterian Content Manager, Kintera Sphere, ExactTarget, Atlassian Confluence, Omniture HBX, Google AdWords/Analytics, HTML, CSS, FTP, Windows & Mac.

Professional Experience

06/2005 - Present

The Leukemia & Lymphoma Society, White Plains, NY 10605

Internet Marketing Specialist

- Manage major eMarketing efforts for the National Office on an ongoing basis. Including but not limited to fundraising campaigns, emails, websites, online communities, and analytics.
- Managed implementation of Google Website Optimizer to allow for more testing and greater insights to increase lead generation to the Team In Training program.
- Implemented a new wiki based Intranet system that increased utilization and improved internal communications.
- Built new email profile center giving subscribers greater control over their preferences while streamlining management for internal staff.
- Led implementation of Google Analytics across 6 websites for better conversion tracking. Google Analytics provided a cost savings of \$24,000 a year.
- Created and streamlined internal process for chapter website audits for greater usability and ensuring content adheres to best practices for effective lead generation.

08/1999 - 06/2005

SEARS Roebuck & Co., Yorktown Heights, NY 10598

HUB Associate (Admin) / In-Store Marketing Associate / HR Support Associate / Sales Associate

- General customer service, Create and update sales displays and fixtures, Process sales detail, Process new hires and terminations, Process and maintain associate time records.



Peter Pugliese

33 Barker Ave Apt 3E, White Plains, NY 10601-1621 • 914.815.2910 • Peter@pjpugliese.com

Education

State University of New York at Delhi, Delhi, NY 13753

B.T. in Information Technology, Web Development, 12/2005

Presidents List, Graduated Cum Laude, Final GPA 3.58

Westchester Community College, Valhalla, NY 10595

A.A.S. in Computer Information Systems, 6/2003

Presidents List, Final GPA 3.60

Alpha Beta Gamma International Honor Society

Honors and Awards

Part of the team that developed an internal training Wiki taking first place honors in the Pennsylvania/New Jersey/Delaware Distance Learning Association's (PADLA) 2006 "Excellence At Work" eLearning Awards.

Part of a the team recognized for being one of the "59 Top Orgs Online" by GetActive, NetSquared and Squidoo.

Alpha Beta Gamma International Honor Society.

References

Available upon request