

Sia Antognoli

Marketing Director

Profile

Employment History

Education

Details

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A highly skilled Marketing Director with 5 years of experience in driving growth and brand awareness through innovative marketing campaigns. Proficient in developing and executing strategic plans, managing budgets, and leading cross-functional teams. Demonstrated success in digital marketing, content creation, and data-driven analysis, resulting in increased revenue and customer engagement. Adept at building and maintaining strong relationships with key stakeholders to ensure the achievement of business objectives.

Marketing Director at Epsilon Marketing Services, CT

Feb 2023 - Present

- Successfully increased overall revenue by 35% within two years by implementing targeted marketing campaigns, leading to a \$3 million increase in sales for Epsilon Marketing Services, CT.
- Developed and executed an innovative content marketing strategy that boosted website traffic by 50% within one year, resulting in a significant increase in lead generation and conversions.
- Spearheaded the optimization of email marketing campaigns, which led to a 25% increase in open rates and a 20% boost in click-through rates, ultimately driving higher engagement and sales.
- Managed and expanded the company's social media presence, achieving a 60% growth in followers and a 40% increase in overall engagement across multiple platforms within 18 months.

Associate Marketing Director at Blue Sky Digital Strategy, CT

Sep 2018 - Dec 2022

- Successfully implemented a comprehensive marketing campaign for a major client, resulting in a 25% increase in sales and a 20% increase in customer engagement within six months.
- Developed and executed a highly-targeted email marketing strategy, leading to a 150% increase in open rates and a 75% increase in click-through rates over a one-year period.
- Managed a team of 10 marketing professionals to successfully launch a new product line, which generated \$5 million in revenue and secured a 15% market share within the first year of its introduction.

Bachelor of Science in Marketing at University of Connecticut, Storrs, CT

Aug 2014 - May 2018

Relevant Coursework: Consumer Behavior, Market Research, Digital Marketing, Brand Management, Advertising, Sales Management, Public Relations, Social Media Marketing, Marketing Analytics, and Marketing Strategy.