

PETER PRESTIPINO

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SUMMARY : Accomplished digital marketing executive skilled in user experience, web analytics, and revenue optimization. Search (organic optimization), email, affiliate, and social media, and content marketing expert. Experienced and highly productive individual capable of employing creative solutions to complex problems. Exceptional planning and implementation capabilities.

HIGHLIGHTS

<ul style="list-style-type: none">• Content Marketing & Development• Search Marketing (SEO/SEM)• Email Development & Marketing• Performance/Affiliate Marketing• Social Media Marketing	<ul style="list-style-type: none">• Web Analytics• User Experience• Internet Advertising• Reputation Management• Digital Strategy
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EXPERIENCE

Editor-in-Chief & Digital Analyst - Website Magazine

Oversee the development and deployment of content for the largest print publication (with an online counterpart) dedicated purely to digital business promotion, operation and analysis. Covering topics ranging from advertising and marketing, to SEO, usability, web design, software, hosting and general digital development.

- Developed and published the Web 360 book series; three published books on Web business, affiliate marketing and domain names.
- Grew subscription base from zero to 120,000 active print subscribers; and 600,000 web subscribers, with 1.5 million uniques and 2.75 million page views annually.
- Moderated webinars (up to six per year) and was a regular speaker at industry trade shows
- Currently serving as the SEMPO (Search Engine Marketing Professionals Organization) Chicago Cities Leader; Earned the SEMPO Hlghrise Award in 2016

Internet Marketing Director - Emergency 24, Inc.

Responsible for driving the sustained sales growth and positive image of Emergency 24 Inc. within both online and offline channels by focusing on a variety of offline and digital marketing initiatives including: 1) creating and executing marketing and advertising strategies for digital and print trade publications, 2) media planning and buying, 3) designing, developing and managing websites and their promotions, 4) implementing search engine optimization strategies and 5) managing email and direct mail marketing campaigns.

Online Marketing Associate - 7Search

Responsible for the brand development, website traffic growth, marketing and promotions, SEO, SEM, website design and copywriting for this leading pay per click advertising provider and affiliate network. Developed several

strategic services, generated new development deals and helping to secure 7Search's role as a premier provider of online advertising and publisher services.