



Denny Ricatti

Marketing Account Manager

An experienced Account Manager specialized in digital marketing. Skilled in managing customer accounts and project management. Providing clients with an expertise in B2B & B2C marketing solutions for over 15 years. Delivering business support to companies by helping to manage their accounts, plan their campaigns, and produce successful results. Effectively communicating with the creative team to maintain daily goals, ensure customer satisfaction, and improve productivity.

STRENGTHS

Account Management
Project Management
Marketing Strategy
Team Leadership
Communication
Organization

SKILLS

Digital Marketing
Email Marketing
Web Development
Graphic Design
Microsoft Office
Google Suite
Google Analytics
SEO / SEM / PPC
Klaviyo / MailChimp
Asana / Monday
Salesforce / CRM
Adobe (Ps, Ai, Id)
WordPress
Shopify Plus

EDUCATION

Associate of Science
Production Engineering
S.A.E. Technology
2003-2005

Associate of Arts
Business Marketing
Boston University
2000-2002

LANGUAGES

English & Spanish

CONTACT

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EXPERIENCE

Marketing Account Manager | *The Tridecagon* | Miami, FL | 2021 - present

- Managing and servicing client accounts while maintaining business relationships
- Providing project updates, making sure to meet client's needs and expectations
- Maintain accurate records, reports, and budget allocations for client accounts
- Delivered digital marketing solutions to promote client products & services
- Work closely with creative marketing team to ensure successful campaigns
- Communicating with existing or new clients to develop their account

Account Executive | *Creative P.L. Agency* | Miami, FL | 2018 - 2020

- Contracted several new client accounts for their business marketing solutions
- Worked with existing client accounts to ensure they will renew their contracts
- Generated company sales revenue resulting in reaching quota every quarter
- Provided marketing strategy, direction, and consultation for client content

Sales Account Manager | *Biscayne Times* | Miami, FL | 2016 - 2019

- Account management for media advertising sales and digital marketing services
- Offered clients advertising products & services for newspaper ad placements
- Helped clients to build brand awareness, net sales, and customer engagement
- Editorial content management for customer campaigns and sale promotions

Web Manager / Developer & Designer | *Crescent Heights* | Miami, FL | 2013 - 2016

- Project management for the entire web development department & team
- Led a team of creative talents providing them with leadership and direction
- Produced and delivered hundreds of marketing assets for luxury brands
- Provided cutting-edge website development and graphic design services

Sales Executive | *Convenient Addressing* | Sunrise, FL | 2010 - 2013

- Selling top quality postal mailing equipment, systems, supplies, and services
- Developed and implemented sales strategies resulting in increased revenue
- One-on-one business interactions with clients for on- and off-site delivery
- Maintained strong customer relationships and client account management

Product Support Specialist | *Ultimate Software* | Weston, FL | 2008 - 2010

- Diagnose, troubleshoot, and provide support for customer technical issues
- Keeping up with product knowledge to resolve tickets submitted by clients
- Provided customers with general product support via the Help Desk system