DENNY RICATTI

Manager / Creative || Marketing & Sales

Miami, Florida

(305) 922-3585

info@DennyRicatti.com

www.DennyRicatti.com

An innovative marketing professional with over 20 years of experience in providing businesses with leadership in creative direction, brand development, client consultation, & sales execution

Helping to achieve increased brand awareness + revenue growth with results-driven marketing initiatives to B2B / B2C customers based on KPI, CRO, and ROI. **Plus, technical proficiency in: digital marketing, web development, design, content creation, production, social media, advertising*

EXPERTISE

Adobe Creative Suite

WordPress / Shopify

GoDaddy / Blue Host

Salesforce / HubSpot

Google Workspace / GA

Microsoft365 / iWork

Hootsuite / SproutSocial

Premier / After Effects

MailChimp / Klaviyo

Canva / CapCut

EDUCATION

St. Thomas Aquinas H.S.
Scholarship / Athlete
Class of 2000

Boston University
Business Marketing
Class of 2002

S.A.E. Institute of Tech
AV Engineering
Class of 2004

Crestron University
Design Award
Class of 2010

**Fluent in Spanish*

EXPERIENCE

Manager / Freelancer 2020– Present
The Tridecagon

- Client project management for websites, domains, hosting, social, content, ads
- Management of all internal company holdings, brands, and project campaigns
- Providing creative direction for client services including Graphic Design, Branding, Website Development, SEO, E-commerce, Email Marketing, + Content Creation
- Reviewing & approving all creative assets to ensure consistency, quality, branding

Marketing Sales Executive 2018-2020
Creative Propulsion Labs

- Contracted client accounts generating over $125k in the 1st year prospecting
- Helped clients to build brand awareness, create sales, and customer engagement
- Company representative for all business marketing events and new client meetings

Account Executive 2017-2018
Biscayne Times

- Account management for advertising services in a monthly print publication
- Offered clients marketing products & services for ad placements in the press
- Editorial content management for customer campaigns and sales promotions

Web Manager & Designer 2015-2017
Crescent Heights of America

- Managed the Web Department team and its high volume of daily tasks for projects
- Created campaigns for large nationwide real estate properties and hospitality brands
- Provided marketing services such as Web Dev, Design, Email, Presentations, & Signage

Web Master & Designer 2013-2015
Ilona Agency / Studio

- Established and managed a brand-new Web Development Department for agency
- Fully developed all client web projects including website management and SEO
- Provided graphic design services for both digital & print client projects