

Giuliano Formilan

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Motivated and successful marketer with seven years progressive experience in omni-channel marketing with specialization in traditional, digital, social, project management, strategic development, and budget management.

Focused on driving top and bottom-line results while using an analytical lens for strategy development and implementation, I remain focused on building teams that deliver while inspiring others to succeed. Accomplishments include projects that landed clients in the Guinness Book of Records.

EDUCATION

Illinois State University, Bloomington, IL

Bachelor of Science in Marketing, May 2008

- Member of Delta Sigma Pi, Professional Fraternity

ADDITIONAL

Italian fluency, Spanish

Adobe CC Programs, Google Certification, Microsoft Office

Passion for fitness, cars, food and travel

PROFESSIONAL EXPERIENCE

DIGITAL MARKETING MANAGER

PLS Financial Inc.

Feb 2015 to Present

Lead all digital marketing and findability initiatives with a strategic lens in order to build brand awareness, drive consideration for PLS products, and develop ROI driving campaigns within the social and digital space.

Select Results:

- Consistent monthly double digital site ranking improvements from November 2015 to date.
- Consistent 8-25% traffic improvements monthly from site launch in 2015 to date.
- 10% decrease in bounce rates on pls247.com between November 2015 and April 2016.
- Significant non-branded ranking improvements for 2 PLS products, from not ranking in 2015 to second page ranking in 4 months.

Select Experience:

- Digital marketing strategy development for PLS products and services through SEO, SEM, display and other digital formats best practices to drive brand awareness, product consideration, and adaptation, while building brand equity and mindshare.
- Owner of PLS website properties and content strategy, creation, and implementation.
- Head management of PLS website rebuild on desktop and responsive platforms and manage all SEO initiatives to drive organic traffic and ranking for the new website via optimization best practices.
 - Ran development of a new fully responsive and tagged PLS247.com website for PLS.
 - Relevant metadata and tag management revisions based on website analysis to improve indexation and rankings.
 - Element A/B testing within landing pages and content for additional streamlined and successful UX best practices.
- Owner of PLS Social Media strategy and implementation for PLS Financial.
- Head of findability via organic and paid initiatives.
- Creation of evergreen PLS digital marketing strategy and campaign strategy for 360 degree exposure.
- Build and design PLS Auto website and digital marketing strategy to drive site visits and vehicle purchases.
- Establish and monitor digital marketing programs and campaigns to drive product adaptation via acquisition and cross-sell initiatives.
- Lead marketing analytics for all campaigns for PLS.

MARKETING PROJECT MANAGER

Sears Holdings Corporation

Nov 2010 to Feb 2015

Project Managed all traditional, digital, event, mobile, hispanic, social media marketing and strategic planning for the sporting goods, fitness, and toys businesses for both Sears and Kmart formats that drive top and bottom line results.

Past Select Results:

- Specialty fitness store format change garnered Sears a 25% increase in sales between 2010 and 2013 and a 20% year over year increase in margin in 2012 backed with a focused, market based marketing plan by store.
- Owned customer retention and expansion toy campaign that garnered Kmart Toys \$1.3 million incremental sales and a 2.2 program ROI.

Past Select Experience:

- Lead social media and digital marketing strategy for the sporting goods, fitness and toys businesses with budget ownership and ROI responsibilities.
- Omni-channel lifecycle marketing for sporting goods, fitness and toys businesses focused on loyalty retention and acquisition.
- Owned branding and marketing strategy and execution for Sears specialty fitness stores from 2010-2015.
- Spearheaded branding, project management and marketing strategy for Fitstudio.com with social media ownership.
- Managed all web and landing page content for all promotions, social media activations, and product specific initiatives.
- Lead and managed photoshoot's for various business initiatives with creative director, photo art director and stylist responsibilities.
- Indirectly managed and mentored 2 coordinators on our marketing team.

ACCOUNT EXECUTIVE

SCHAWK Retail Marketing

Jul 2009 to Nov 2010

Select Experience:

- Ran and managed account responsibilities for all client requests from conception through print and oversaw and managed all day-to-day operations to meet deadlines.
- Managed a production cycle and team of 1 traffic coordinator and 4 production artists in order to meet client requests and deadlines for all creative pieces.
- Project managed and led photo shoots for Kmart format initiatives with creative direction and model selection responsibilities.
- Created and managed budgeting for special projects.
- Owned weekly strategic planning initiatives and competitor research for client and internal senior leadership.
- Managed a production team of 5.

*Additional work history and success metrics can be provided upon request.