

## Kelly DiMascio

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### VP, MARKETING ♦ DIRECTOR, MARKETING

**Award-winning Marketing and Brand Development Professional** with a proven track record of delivering big revenue results by creating compelling brand strategies. Proven track record of delivering increased profits, sales, and share. Able to quickly identify and solve business challenges. Skilled at creating dynamic, empowered teams and cultures that enhance business results and employee satisfaction. Persuasive speaker – “strong closer”. Passionate about excellence. Delivers on time & under budget.

**INDUSTRY EXPERIENCE:** CPG | Beverages | Experience Design | Travel & Tourism | Construction | Wine & Spirits

### HIGHLIGHTS OF PROFESSIONAL EXPERIENCE

**Camping.com & Leisure Interactive, LLC** – SVP Marketing | Executive Leadership  
**chinablue, Inc.** – Chief Marketing Officer, VP Sales and Marketing  
**Fleetwood Enterprises** – Director of Corporate and Brand Marketing – Housing Group  
**Nabisco** – Director, Customer Marketing  
**The Coca-Cola Company** – Regional Brand Manager, National Accounts  
**BF Spirits** – Market Manager, Regional Brand Manager

### AREAS OF EXPERTISE

Award Winning Consumer & Brand Marketing	Consumer Experience Design / Storytelling
Integrated Marketing	Innovative Advertising/Media Concepts
Digital Marketing	Award Winning Brand ID & Visual Communication
National Accounts/Customer Marketing	Event & Grassroots Marketing and Management

### PROFESSIONAL EXPERIENCE

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|---|-------------------------|
| <b>WHY BE ORDINARY, LLC</b><br><b>Founder &amp; Managing Partner</b> <ul style="list-style-type: none"><li>Grew online media and marketing company from concept to over 40,000 unique visitors per month.</li><li>Established online brand identity for a consumer facing lifestyle brand – developed concept, built website, created content marketing strategy and established social media presence.</li></ul>   | <b>3/2017 – present</b> |
| <b>ECOVIEW WINDOWS &amp; DOORS OF SE FLORIDA</b><br><b>VP of Marketing – Managed all Sales and Marketing Strategy &amp; Day-to-Day</b> <ul style="list-style-type: none"><li>Grew business from concept to over \$1,000,000 in year 1 sales – through digital, social media and creating high converting online sales funnels.</li><li>Implemented training program for external team of window installers, turning tradesmen into customer ambassadors leading to a 275% increase in referral sales.</li></ul> | <b>8/2015 – 3/2017</b>  |
| <b>LEISURE INTERACTIVE, LLC and Camping.com</b><br><b>SVP of Marketing   Executive Leadership</b><br><i>Travel &amp; Tourism Software as a Service (SaaS) reservation and property management solution</i> <ul style="list-style-type: none"><li>Increased sales of B2B property management software by +30% annually.</li><li>Increased web traffic for Camping.com &amp; B2B brands by +20% annually by employing innovative digital marketing strategies.</li></ul>  | <b>4/2004 – 8/2015</b>  |

**LEISURE INTERACTIVE, LLC and Camping.com**

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- Reduced overhead by 75% by right-sizing staff and outsourcing content management and design.
- Grew revenue by over 10% annually by developing and implementing award-winning strategic business, brand and marketing plans.
- Successfully led multi-disciplinary team with IBM & several boutique technology firms to develop the Consumer Strategy response for the National Park Service RFP – final 3 companies.
- Developed the framework for delivering the “Watson” IBM product to deliver cognitive technology to assist travelers in making vacation decisions.

**STARIZON**

**4/2003 – 4/2004**

**Experience & Brand Marketing Consultant**

- Developed a new customer acquisition business and marketing plan that resulted in 2 new engagements that added \$1.5 million in revenue.
- Introduced & facilitated 2 new marketing & Experience Design training modules that increased revenue by 20%.
- Reporting directly to partners to include Joe Pine internationally recognized author of The Experience Economy and Mass Customization. Clients included Microsoft, Carlson Companies, Banner Health, & Greenville Hospital System.

**chinablue, Inc.**

**4/2001 – 4/2003**

**CMO, Vice President of Sales and Marketing**

- Added 12 new SKU's in 3 new categories and rebranded the original product line that increased revenue by 250%. Won 3 design awards and Best New Product Award for Fancy Foods.
- Developed and launched a secondary brand and product line, adding \$250,000 additional revenue.
- Sourced ingredients and bottles from China to reduce cost by 45%.
- Gained placement in 5 key accounts to include – Williams-Sonoma, Crate & Barrel, Sur La Table, Target, and Safeway that resulted in \$500,000 in additional revenue.
- Directed all sales and marketing aspects of the company – brand initiatives, business plan development, package design, new product development, key account management relationships, public relations, and internal staff management. Additional responsibilities included production, quality control, and logistics.

**FLEETWOOD ENTERPRISES**

**4/1999 – 4/2001**

**Director of Corporate and Brand Marketing – Housing Group**

- Developed all-time #1 selling product line that added \$5 million in sales.
- Increased brand awareness scores +20 pts, qualified leads by 30% & distribution share by 9%.
- Reduced marketing spending by 35% by restructured agency relationships and contract fee structures.
- Gained 3 state test market from Sam's Club/Wal-Mart that expanded distribution to target consumer.
- Launched an award-winning Country Music endorsement/sponsorship package that generated \$3 million.

**EDUCATION** – Bachelor of Fine Arts, Florida Atlantic University, Boca Raton, FL

**COMPUTER, WEB, SOCIAL MEDIA & DESIGN SKILLS** – Expert proficiency in Microsoft Office, multiple CRM platforms, Acrobat Pro, Adobe Creative Suite and other design platforms. Miller Heiman Trainer for Strategic & Conceptual Selling. Experienced Joomla and WordPress website developer. Proficient with Google AdSense and AdWords and multiple ad serving platforms. Social Media platforms to include: LinkedIn, Pinterest, Instagram, Facebook and Twitter.