



# JosephBNapolitano

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## OBJECTIVE

Results-orientated multi-channel marketing/creative executive interested in new challenge with high-profile company. An out-of-the-box thinker with 16+ years of print, online, point of purchase, sign and display experience. He specializes in leading teams responsible for multi-channel marketing, sweepstakes promotion, e-commerce, lead generation, online acquisition marketing, web 2.0 platform development and more.

## ABOUT

Expert understanding of marketing, creative and development processes FROM the initial idea THROUGH the technical development, launch and analysis of all marketing initiatives.

Exceptional leadership skills foster staff growth ... and more importantly ... genuine excitement among team.

Established Publishers Clearing House online group in mid 90's and led team from launch to profitability to what today is a primary business line and key contributor to EBITDA and top-line growth.

Currently oversees a team of Associate Creative Directors, Designers, Copywriters, Front End Web Developers, UI engineers and production personnel. Manage multiple agencies, external creative teams, freelancers and a multi-million dollar training/staff/consultant budget.

Key member of the Publishers Clearing House Executive Management team.

Expert software, technology and analytical knowledge that facilitates clear communication to today's technology, creative and marketing professionals.



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## EXPERIENCE **Senior Creative Director**

**8/1995 - Present Publishers Clearing House, Port Washington, New York**

Marketing expert with one of the most famous and successful direct marketing companies in the world. Responsible for the development of all online content including, the promotional strategy, sweepstakes development, website/microsite, customer acquisition, retention and email marketing initiatives. Strong leader focused on empowering and motivating staff.

- Started online division generating \$0 in revenue in 1995 and built it into a \$75 million business in 2006
- Currently tasked with building it into a \$140 million business by 2009
- Led team that converted all creative to an XHTML/CSS standard and combined it with a dynamic database so user experience can be skinned and tailored to individual user, customer segments and promotional strategy.
- A big thinker that can come up with the big idea and execute the details.

### **Specialties:**

Sweepstakes Promotions Expert, Email Marketing, Product Promotion, User Experience/Dynamic Pathing, Web Usability Standards (XHTML/CSS), Customer Acquisition, Point of Purchase

## EDUCATION **Towson University '90**

Major: Business Administration

Minor: Graphic Art

Member of the Towson University lacrosse team

resume & portfolio available at [JosephNapolitano.net](http://JosephNapolitano.net)  
references readily available upon request