

Christopher A. Aiello

Creative Marketing and Business Professional in Washington, DC
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Leadership and Experience

Transdev (international public transportation provider) Silver Spring, MD

Marketing Manager

January 2017 to Present

Marketing Coordinator

June 2015 to December 2016

- Develop and manage integrated marketing programs to create new business leads and deliver measurable value for business development
- Managed all aspects of our website relaunch (www.transdevna.com) on WordPress platform with new taxonomy, rewritten content and design to match our brand
- Serve as in-house graphic designer, producing highly visible print and digital content
- Earned certification in company's global project management program in 2018
- Identify storytelling opportunities and work with communications manager to share these stories across our mediums, including the website, intranet and advertising
- Leading digital transformation of our team with tech solutions for managing and promoting internal and external communications, increasing brand awareness, and optimizing our workflow
- Partnering with social media and communications managers to develop new video content to promote Transdev to potential clients and industry journalists
- Assist in developing annual marketing plan and strategies to support department's and company's goals
- Develop executive-level presentations on various topics

Verizon (corporate social responsibility team) Washington, DC

Digital Content Producer (10 month contract)

July 2014 to May 2015

- Managed and prepared monthly and quarterly public relations and media dashboards measuring the reach of our marketing efforts and providing insights
- Conducted competitor research and analysis to ensure Verizon maintained leadership in corporate responsibility
- Lead in-house graphic designer for CSR marketing team, managed external agency
- Created e-mail templates for our group to share press releases, event announcements
- Wrote and designed entirely new print campaign called "Better Together" for Verizon CSR advertisements

Bowie Gridley Architects

Marketing Coordinator

Washington, DC

September 2013 to July 2014

- Developed winning proposals and presentations for services in response to RFPs for architectural services from private and public institutions, especially schools
- Collaborated with subcontractors to obtain bids and portfolios of relevant experience for new work
- Redesigned BGA's entire portfolio of marketing collateral to reflect a modern look envisioned by principals

Grow Sales Inc. (boutique marketing firm) Columbia, MD

Marketing Associate

January 2013 to August 2013

- Provide complete marketing solutions to small- and medium-sized companies in the technology industry
- Lead graphic designer driving and developing branding for all clients across print and digital mediums

Enviva LP (renewable energy industry) Bethesda, MD

Marketing Assistant Manager

May 2011 to December 2012

- Designed portfolio of marketing collateral and brand for a company transitioning from startup to rapid growth, including print brochures and publications, a new website, mass e-mail templates, and social media outlets
- Storyboarded and prepared all customer and executive presentations to ensure consistent, effective messaging in sales pitches and brand building

Summary

My objective is to continue exploring marketing roles with an emphasis on business development, technology, communication, design, and branding.

With a combined background in business, marketing, and print and digital design, I have always excelled at working on projects from concept to creation.

Education

Rensselaer Polytechnic Institute

- **M.S.** in Management, Concentration in Marketing and New Product Development
- **B.S.** in Business and Management, Minor in Economics

Skills

Application Skills

- Adobe Creative Suite (InDesign, Photoshop, Illustrator)
- Microsoft Office
- Apple Final Cut Pro
- WordPress and HTML
- Photography
- Constant Contact and Mail Chimp
- Google AdWords, Google Analytics

Personal Skills

- Business acumen
- Creative
- Idea generator
- Attentive to detail
- Organized, motivated and energetic
- Very strong written and verbal communication skills