**DOMENICO TRAVANO**

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<https://www.dtravano.com/> | [linkedin.com/in/domenicotravano](file:///C:\Users\dtrav\AppData\Local\Packages\microsoft.windowscommunicationsapps_8wekyb3d8bbwe\LocalState\Files\S0\4728\Attachments\linkedin.com\in\domenicotravano)

**EXPERIENCE**

**AT&T**  *Remote*

*Content Strategist – Merchandising Studio**Jan 2021 – Present*

* Develop, edit, and publish desktop and mobile web content solutions on att.com, and myATT native app
* Refine the customer journey from entry point, onto the buyflow, and the myATT native app, by personalizing the experience by segmentation, auto/personalization, and testing (A/B & multivariate)
* Work with leadership, business, national marketing, cross-channel partners, copywriters, designers, Dev teams, and outside vendors to deploy content and explore opportunities to engage customers
* Ensure adherence to content/design specifications, UX Style Guide, SEO guidelines, accessibility standards, and brand voice
* Research and interpret digital product performance analytics to develop key insights and recommendations to improve market share growth and accelerate revenue realization
* Compile information and analyze quantitative, qualitative data and other business intelligence data

**MPEQ.global** *Remote*

*Digital Marketing Manager – Content Strategy & Production**Jan 2020 – Dec 2020*

* Managed the development and execution of company website and the continued evaluation of mobile performance and search engine optimization
* Produced engaging content for website and subscription emails to attract and convert targeted leads
* Analyzed global market historical data, alongside past sales performance, for marketing campaign optimizations to target new and current regions leading to $500k in sales from January to April

**GODADDY**  *Remote*

*Sr. Marketing Manager – Custom Content & Performance**Jun 2019 – Nov 2019*

* Monitored the execution and optimization of performance based custom B2C content across multiple channels while working within a multimillion-dollar budget, at an average of $325k per project
* Researched direct response historical data and presented newly discovered opportunities that guaranteed a positive ROAS, and analyzed campaigns that did not match expectations but are check-marked for future consideration

**BADER MEDIA**  *New York, NY*

*Content Manager & Sr. Producer**Sep 2004 – May 2019*

* Developed integrated marketing strategies to bolster awareness and maintain client brand high-profile standings using traditional media, digital platforms, email communications, and social media marketing efforts guaranteeing a return on investment
* Wrote articles for select media promoting campaigns, delivering increased readership by 1mm impressions by matching outlet tone

**EDUCATION**

**MIAMI INTERNATIONAL UNIVERSITY OF ART & DESIGN** *Miami, FL*

*Bachelor of Fine Arts in of Science in Computer Animation & Film Apr 2004*

**ADDITIONAL**

**Relevant Skills**: Content Strategy, Copy Editing, Data Analysis, Direct Response, Corporate Communications, Media Placement, Team Management, Vendor Management, CMS / SEO, Video Production, Photography

**Software Skills**: Microsoft Office (Word, Excel, PowerPoint, SharePoint, Teams), Google Drive, Cision P.R. Newswire, Critical Mention, Adobe Analytics, Workfront, Tableau, TV Squared, Hubspot, HookIt, Mailchimp, WordPress, Trello, Wix, Monday, Adobe Creative (Premiere, Photoshop, After Effects), Final Cut Pro, Motion, Social Media Platforms (LinkedIn, Instagram, Facebook, Medium, YouTube, Twitter)

**Languages:** Native in Spanish, English; Conversational Proficiency in Portuguese, Italian

**Certifications:** Google Academy – *Google AdWords*, HubSpot Academy – *Content Marketing*, New York University School of Professional Studies – *Media (Entertainment & News)*