

## Philip Bianco

St. James, NY

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### Marketing & Digital Strategy Leader

Advancing engagement and conversion through multichannel digital strategy, web ecosystems, email marketing, paid media, SEO, and data-driven optimization.

#### PROFESSIONAL SUMMARY

Marketing & Digital Strategy Leader with 20+ years of experience building and leading multichannel digital ecosystems across web, email marketing, organic/paid social, SEO, and digital advertising. Proven track record managing multi-site web portfolios, directing paid acquisition channels, and implementing scalable marketing systems that support engagement and conversion. Combines creative direction with technical execution across CMS, analytics/reporting, CRM/lead capture integrations, vendor management, and cross-functional project management, including team leadership and workflow oversight.

#### CORE SKILLS

Multichannel Digital Strategy • Website Management • Email Marketing • Organic & Paid Social (Facebook/Instagram) • Paid Search (Google Ads) • SEO & Content Optimization • Social Monitoring/Listening • Analytics & Reporting • CRM/Lead Capture Integrations • Vendor Management • Project Management • Adobe Creative Suite • Print & Digital Asset Production • Graphic Design • Layout Design • Video Editing • Team Leadership

#### EXPERIENCE

##### Marketing Director

MMEink | Farmingdale, NY | 2016–2026

Led digital marketing, brand strategy, and technology infrastructure for a multi-venue hospitality and event company generating \$1–2M+ annually. Oversaw web ecosystems, paid media campaigns, CRM systems, and brand execution across approximately 15 company and venue websites. Supervised a team of up to four (4) web developers and graphic designers and managed cross-functional workstreams using project management platforms including Hive and Basecamp.

- Directed division-wide **multichannel digital strategy** across web, email marketing, organic/paid social, paid search, and SEO to support engagement and conversion.
- Directed digital strategy for **3 high-revenue venue properties**, managing lead generation funnels and conversion optimization.
- Managed and optimized **Google Ads** campaigns (budgets up to **\$2K/month**) supporting lead generation initiatives.
- Planned, executed, and optimized **paid social campaigns on Facebook & Instagram**, aligning creative and landing pages to improve performance.
- Managed and developed a portfolio of **~15 websites** across venues, catering, and affiliated business units; personally built select properties while directing modernization initiatives across key revenue-generating assets.

- Built and maintained **email marketing systems** and an ongoing campaign calendar supporting promotional campaigns and recurring engagement.
- Led **SEO and content optimization** initiatives, including on-page improvements, UX-focused updates, and continuous content refresh.
- Oversaw **social media calendars** and conducted **social monitoring** to identify trends, sentiment, and escalation needs; elevated concerns and recommendations as appropriate. Oversaw company-wide **analytics tracking, lead capture systems, and CRM integrations**; reported insights and recommendations to stakeholders.
- Led creative direction for digital and print branding across proposals and events, including Fortune 500 client engagements.
- Applied strong graphic design and video editing skills across digital campaigns, social content, presentations, and branded marketing materials, creating polished assets aligned with campaign goals and brand standards.
- Oversaw marketing technology infrastructure including analytics platforms, Google Workspace, security systems, and digital asset management.

### **Lead Web & Graphic Designer**

PAGELINX | 2004–2015

Senior designer and client-facing project lead at a full-service web development firm serving multi-location and e-commerce businesses. Served a diverse portfolio of small-to-mid sized clients across retail, service, and e-commerce sectors.

- Led front-end design and UX development across diverse industry websites.
- Collaborated on custom programming solutions and database-driven web applications.
- Managed **SEO and paid search** initiatives contributing to measurable conversion improvements.
- Directed branding, logo design, and integrated digital/print campaigns.
- Oversaw project timelines and client communications, consistently delivering under tight deadlines.

## **EDUCATION**

### **STATE UNIVERSITY OF NEW YORK COLLEGE AT CORTLAND**

Bachelor of Arts, Studio Art (Concentration: Graphic & Web Design)

Completed internship with Uniplanet International, a student web magazine collaborating with contributors from seven countries.