

**ROCCO CIPRIANO**  
**126 HIGHVIEW ST., MAMARONECK, NY 10543 914-777-9700**

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**BACKGROUND**

Rocco Cipriano is a seasoned marketing professional with strong interpersonal, organizational, creative and analytical skills.

Rocco has over 30 years of experience in marketing communications and is adept in fulfilling almost every marketing need: from strategic planning to comprehensive branding programs, from targeting new market niches to producing corporate brochures, print advertising and TV commercials. He has strong creative abilities, having won numerous awards in advertising and design, which compliment his keen business and analytical skills. This combination of abilities makes him an asset in every phase of the marketing/sales process – from conception to implementation.

He is also an astute manager with experience organizing and supervising teams and departments, has been responsible for budget development, pricing of products and services, and achieving sales and profitability goals.

He is proficient in verbal and written communications, has achieved success in sales, marketing, communications, management and customer relations; working with diverse industries and markets.

Rocco is also proficient in the Office suite of business applications (Excel, Word, PowerPoint, Outlook) as well as graphic publishing programs (Adobe's Creative Suite: InDesign, Photoshop and Illustrator) and web applications (Dreamweaver and Flash).

**MARKETING EXPERIENCE**

- *Strategic sales and marketing programs.* Developed sales and marketing programs for a variety of clients and diverse markets. Conducted research, created brand focus, developed client/product positioning and creative strategies.
- *Marketing communications.* Produced many forms of advertising, brochures, newsletters, etc. Winner of numerous creative awards.
- *Team management.* Supervised creative teams in conceptualization of creative advertising messages. Supervised production teams in implementation of creative message in a variety of mediums: broadcast (TV, radio) print media, and collateral (brochures, CD-ROMs, etc.). Also managed ad-hoc teams for new business presentations.
- *Internet expertise.* Developed strategic direction and implementation of various websites and online promotions.
- *TV and radio production.* Responsible for management and supervision of TV and radio production, including selection of talent and production companies; supervised bid process and talent residuals; liaison between agency, talent, production crew and client.
- *Printing and photographic supervision.* Thorough understanding of various methods and terminology. Supervised in-studio and location photo-shoots as well as on-press supervision of critical printing projects.

**OPERATIONS EXPERIENCE**

- *Operation and Human Resources Manager.* Supervise office and human resources staff, manage installation and maintenance of office equipment: computers, copiers, faxes, phone services, etc. Development of systems and procedures to ensure smooth

business operations. Update policy and procedures manuals as required. Secure and negotiate office space and other business leases or purchases.

- Responsible for new employee hires, includes writing and placement of employment ads, interviewing and testing of applicants, salary and contract negotiations, training and orientation. Resolve employee issues, institute programs and procedures to ensure a productive work environment. Manage employee benefits programs and update employee manual as required.

## **WORK EXPERIENCE**

### **InSight Marketing, Inc.**

*President*

*(4/01 to present)*

InSight Marketing provides strategic marketing, business and internet consulting to small and mid-sized companies requiring a quality marketing resource.

### **Aviation Marketing Consulting**

*President*

*(2/09 to present)*

Aviation Marketing Consulting provides a suite of marketing services targeted to the aviation and aerospace industries including advertising, public relations, web development, direct mail and email marketing and trade show marketing support.

### **New Paradigm Advertising, Inc.**

*Executive Vice President – Creative Director,*

*(3/98 to 4/01)*

New Paradigm Advertising – an advertising and marketing communications company with a special differentiation of providing internet, database and technology solutions as part of an integrated marketing program with traditional marketing tools.

### **SKC Advertising, Inc.**

*Creative Director/Operation and Financial Officer*

*(1992 to 1998)*

Co-founder of SKC Advertising, Inc., a full-service advertising agency offering a comprehensive range of advertising services with a focus on travel & tourism, healthcare and business-to-business marketing.

### **Horizon Design.**

*Graphic Designer*

*(1980 to 1992)*

Prior to SKC, founded award-winning graphic design studio, Horizon Design. Developed a strong sense of design and art direction, and gained a thorough knowledge and understanding of various production and printing techniques and processes.

## **PERSONAL AND PROFESSIONAL AFFILIATIONS**

- 1<sup>st</sup> Lieutenant Civil Air Patrol and Squadron Public Affairs Officer
- Chair of the Marketing and Creative Service Council of Westchester
- Past President and Board member of the Advertising Club of Westchester
- Member of the Mamaroneck 2025 Committee to update zoning master plan
- Member of the Harbor Island Master Plan Committee
- Member of the Mamaroneck Junior Soccer League board
- Member of the New York Chapter of HSMAI (Hospitality Sales and Marketing Association International)
- Past Chair of the Mamaroneck School District Selection Committee for School Board Nominees
- Treasurer and Executive Board member for the Washingtonville Neighborhood Project

**EDUCATION**

Parsons School of Design/New School, New York, NY; Communications Degree '73

**PROFESSIONAL DEVELOPMENT & CONTINUING EDUCATION**

- 02/04 No Guts, No Gain, assertiveness sales training
- 10/02 Sandler Sales Institute, President's Club, 16-week sales course
- 12/01 Communicating with Diplomacy and Professionalism, 2-day seminar
- 8/99 Improving Grammar and Written Skills, 2-day seminar
- 8/98 Landmark Education – Self Expression and Leadership, 8-week course

**INTERESTS**

Private Pilot • Sailing • Banjo & Guitar • American History • Sports • Skiing