TONY BOSCO

MARKETING EXECUTIVE | WINE & DATA CONTRIBUTOR | DATA SCIENTIST | SOFTWARE ENGINEER

CONTACT

Phone :   (203) 981-5253

Email :   Tony.Bosco@boscobrand.com

LinkedIn: linkedin.com/in/tonybosco

Blog: tony-bosco.medium.com

Tableau: public.tableau.com/profile

Portfolio: portfolio

Web: Boscobrand.com

SKILLS

BRAND EXPERIENCE

- Pernod Ricard Wine & Champagne
- InBev USA Premium Beer Portfolio
- Kraft/Nabisco
- Gillette/Duracell
- Mauna Loa
- Warner Brothers
- IBM
- Mobil
- Land Rover
- Naked Greens
- City of Stamford, CT

MARKETING

- Strategic Planning
- Brand/Product Innovation
- Creative Development
- Global Marketing Integration
- Cross Functional Team Leadership
- Sales/Channel Management
- Social Media Solutions/Analysis
- Cause/Community Relations
- System Development/Deployment
- P&L Accountability

CREATIVE PLATFORMS

- Adobe Creative Suite
- Adobe Illustrator
- Adobe Photoshop

STATEMENT

Experienced senior marketing executive elevating brand value while inspiring consumers and partners to brand advocacy. Completed intensive Content Marketing, Data Science, Software Engineering and WSET certifications with goal of creating innovative, world-class opportunities for brands in the rapidly evolving wine marketplace.

EXPERIENCE HIGHLIGHTS

Beverage Background (Wine & Spirits, Premium Imported Beer)

Brand Management – Global Wine Brand
- Hired to revitalize premium products. Created long-range strategic plans for international brand owners to recapture premium position.
- Leveraged influence of Celebrity Chefs (Daisy Martinez, Martin Yan, and others) with omni-channel marketing program (online/offline) engaging consumers on meal preparation, wine pairing and tasting.
- Increased volume (+22.9%) and depletions (+12%) in a declining category, while driving awareness and trial within a fiscal year.

National Sales Services Management – Wine & Champagne Portfolio
- Championed effort to drive growth of product portfolio, (including *Perrier Jouët, G.H. Mumm, Mumm Napa, Jacob's Creek, Brancott, Stoneleigh, Campo Viejo, Graffigna, and Sandeman Port*)
- Directed North American cross-functional team of sales, marketing, analytics, operations, and customer service to achieve U.S. expansion. Directly managed five regional directors/sales teams.
- Increased sales effectiveness by mandating HQ centralization (monitoring brand initiatives, support, and KPI measurement). Ensured consistency, alignment, and priorities among distributors.

Executive Leadership – Imported Premium Beverage Portfolio
- Launched a retail focused, consultative division of an international marketing agency, with P&L responsibility. Established office and an embedded team at InBev USA.
- Increased volume of InBev premium imported beverage portfolio by +40% at key on-premise national accounts, and grew sales by +30% while securing case displays 5 times over plan at off-premise accounts - through unconventional program partnerships.

Related Certifications
- ***Wine & Spirit Education Trust (WSET) - London, UK***
  - Level 1 Award in Wine (Awarded - January 2021)
  - Level 2 Award in Wine (Pass with Distinction - February 2022)
- ***International Association of Professions (IAP)***
  - Winery Owner Certification (July 2021)

PROJECTS

WINE LIST RECOMMENDER SYSTEM

Development of a recommender that leverages web-scraped data to guide restaurant wine list development, utilizing Python, Pandas, NumPy, Selenium, and Collaborative/Content Recommender approaches

WINNING WITH WORDS OF WINE

Assessed the frequency and importance of descriptive terms captured from wine reviews published in 2020. Findings then published by *The Startup* and *Analytics Vidhya* (via Medium). Utilized Selenium, Python, Pandas, NumPy, and Matplotlib.

WINE & DINE: REACT APP

Created an application to simplify a user's ability to pair a wine with a meal with the press of a button. Constructed interface to deliver a curated API call that posts official pairings with photos and links to complete recipes. Utilized HTML, CSS, JavaScript, React, Express, deployed on Surge.

AFFILIATIONS

- American Marketing Association
- Boston College Alumni Association
- Homefront Initiative
- "Hitting Home" Charity Hit-A-Thon

Marketing Management

Strategic Planning
- Determined vision, goals, and objectives for brands.
- Effectively delivered AOP and LRP for priority wine brands to C-suite and International Brand Owners. Established KPI's and tracking.

Team Leadership
- Chaired high level cross-matrix teams at several major corporations.
- Delivered the strategy that transformed Duracell's relationship with Target, attaining coveted "inner-circle" status.

Creative Solutions
- Innovates through detailed conversations with teams to improve business, focusing on common goals and purposeful performance.
- Consulted Kraft salesforce on co-marketing campaigns, leading other regions by a 5:1 ratio. Appointed to overhaul national initiative.

Data Science and Digital Marketing

Analytical Mindset
- Drives strategic insights, visualizes fresh marketing opportunities. Currently publishing projects focused on wine, marketing, and data.
- Experience in constructing predictive models, regression analysis, customer segmentation, engagement, retention, A/B testing, NLP.

Creative Content Marketer
- Creates and measures engaging content while leveraging organic and paid traffic to drive content to impact target audience.
- Reversed a 3-year decline in enrollment for a private school system with an insight driven customer acquisition and retention program.

Related Certifications
- ***General Assembly: Software Engineering Immersive (May 2022)***
  500+ Hours instruction: Full-Stack Development (JavaScript, Python)
- ***General Assembly: Data Science Immersive (March 2020)***
  500+ Hours instruction: Analysis & Visualization (Python, SQL)
- ***Digital Marketer: Content Marketing Specialist (March 2016)***
  300+ Hours instruction: (SEO, SEM, Google Analytics, HubSpot)

EMPLOYMENT HISTORY

Title	Company	Location	Dates
Software Engineer Fellow	General Assembly	New York, NY	5/2022 to present
Data Science Fellow	General Assembly	New York, NY	12/2019 to 2/2022
Founder/Consultant	Boscobrand Consulting Group	Stamford, CT	1/2011 to present
Chief Relationship Officer	Stepping Stones	Norwalk, CT	1/2010 to 12/2010
Director, Sales Services Brand Director	Pernod Ricard USA	Purchase, NY	7/2006 to 7/2009
VP, Managing Director	DVC Worldwide	Norwalk, CT	6/2003 to 6/2006
Management Director	EastWest Creative	New York, NY	6/2001 to 6/2003
Group Account Director	BEN Marketing	Stamford, CT	7/1999 to 5/2001
Management Supervisor	J. Brown/LMC Group	Stamford, CT	10/1996 to 7/1999
Account Supervisor	Grace & Rothschild	New York, NY	1/1994 to 9/1996
Account Executive	LINTAS: New York	New York, NY	6/1990 to 12/1994

EDUCATION

Boston College: Bachelor of Arts **-** BA, Political Science & Government