
TROY VASSALOTTI

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SKILLS

- Email Marketing
- Content and Inbound Marketing
- SEO
- HTML & CSS
- Adobe Photoshop and Premiere Pro
- Graphic Design
- Google Analytics
- Google G-Suite
- JavaScript
- Project Management

WORK HISTORY

Terra's Kitchen – Baltimore, MD

Marketing Production Coordinator, 09/2017 to Current

- Design and build HTML and drag-and-drop promotional, transactional, and automated emails in HubSpot.
- Analyze email channel performance regularly to assess trends and test further optimizations.
- Research keywords for content creation and implementation to improve SEO.
- Set up product offerings within our eCommerce platform, Magento.
- Edit web page and blog content with updates as needed.
- Take part in QA of website updates such as new purchase funnels and customer account features.

Marketing Intern, 05/2017 to 09/2017

- Regularly researched relevant topics for writing and publishing blogs.
- Held the responsibility of cataloging inventory of our Dropbox to make finding assets easier.
- Wrote and edited marketing emails being sent to leads and customers.

Front Royal – Damascus, MD

Songwriter, Guitarist, 03/2014 to Current

- Completed two independent summer tours across 11 states.
- Work on production and editing of online video content for social media promotion.

Weis Markets Inc – Damascus, MD

Bakery Service and Production, 03/2013 to 05/2017

- Filed orders, inventories, and invoices for transactions in the period.
- Acted as manager-on-duty and ran bakery while active managers were off.

EDUCATION

B.S., Business Administration: Marketing, 2017

Towson University - Towson, MD

- GPA: 3.48/4.0

CERTIFICATIONS

- Inbound Marketing - HubSpot
- Email Marketing - HubSpot
- Content Marketing - HubSpot
- Responsive Web Design – freeCodeCamp.org
- SEO Training Course – Moz
- Advanced Google Analytics
- Google Tag Manager Fundamentals