

JOHN VELTRI

Entrepreneurial Strategic Brand Marketer

419-708-4470

jveltri11@gmail.com

www.linkedin.com/in/johnaveltri

Learn More at JohnVeltri.me

Home Address:

323 W Concord Place #7

Chicago, IL 60614

SUMMARY

John is an entrepreneurial, highly strategic and technically skilled brand marketer – aspiring to lead a revolutionary, lasting impact on the world through innovation. He is experienced in brand management, product development, digital marketing, advertising, market research, and innovation, and has a proven track record of both strategic planning and executing with excellence. John is passionate about business, innovation, digital technology and learning, and has a laser focus to succeed with anything he puts his mind to.

EXPERIENCE

Assistant Brand Manager, Topco Associates | Chicago, IL

Jul 2015 – Present

- ✓ Promoted to Assistant Brand Manager in July 2015
- ✓ Selected to lead the development of a new premium pet brand. Successfully created a data-driven brand strategy, managed creative teams for packaging design, and led 3 market research studies to validate with shopper data – on time and on budget.
- ✓ Transitioned the Paws brand redesign by guiding creative design, doing competitive analysis messaging strategy, supporting launch by developing a shopper-tested advertising campaign, and working cross-functionally to roll out a 750 SKU assortment.
- ✓ Developed and Launched The Goods, a print and online magazine to educate retailers on innovative new items from Topco. As the brand lead, collected content, managed creative & digital agencies, and coordinated distribution with launch marketing.

Brand Specialist, Brand Management, Topco Associates | Chicago, IL

May 2014 – Jul 2015

- ✓ Grew the @ease brand from 8 to nearly 100 items by guiding creative strategy & design, analyzing competitors, copywriting, and creating 13 Sell Sheets to support the launch with selling points from IRI syndicated data, Nielsen and Mintel.
- ✓ Validated brand strategy and marketing campaigns with 10 consumer research projects, including writing RFP's, crafting concept statements for testing, designing surveys, participating in focus groups, and reporting research insights.
- ✓ Created 5 brand strategies using frameworks to define a prime prospect, brand positioning, personality, and architecture.
- ✓ Developed in-store marketing campaigns for 4 brands, and supported an agency to create audio and visual advertising campaigns, providing direct feedback aligning the campaign to brand strategy.
- ✓ Rennovated Topco's digital strategy by providing content for 9 new websites, updating 2 websites writing HTML & CSS, providing design guidance, writing copy, and analyzing brand websites using Google Analytics.

Market Research Analyst, Nielsen Innovation Practice (BASES) | Chicago, IL

Jul 2013 – Apr 2014

- ✓ Consulted world-class CPGs on new product innovation with 1-2 reports per month. Defined research objectives, designed surveys, evaluated products for key success factors, and identified areas for improvement to maximize revenue potential.
- ✓ Delivered analysis for over 30 new product concepts by pulling, cleaning, and analyzing data, modeling marketing plans using analytical software, forecasting Year 1 sales, and presenting insights using attractive visuals and story-telling.

Market Research Analyst Intern, Nielsen Innovation Practice (BASES) | Cincinnati, OH

Jun 2012 – Aug 2012

- ✓ Built a meta analysis for a \$4.6B category using competitive insights and syndicated data to identify sales trends, shifts in market share, and new product launches – allowing the team to make more accurate forecast assumptions in the category.
- ✓ Led an intern team to complete an innovation concept study – including inventing a product, survey design, data analysis, developing a client-ready consulting report with meaningful business insights, and presenting to top leadership at Nielsen.

SKILLS

Business Skills: Brand Management | Product Development | Project Management | Digital Marketing | B2B Marketing | Advertising & Promotion | Market Research | Innovation | Data Analysis & Forecasting | Reporting | Survey Design

Tech Skills: Advanced Excel (VLOOKUP, INDEX MATCH, Advanced Conditionals, Pivot Tables, Basic Macros) | SQL | Access | HTML | CSS | JavaScript (jQuery, Node.js, Angular.js, AJAX) | UNIX Command Line | Git | Google Analytics | SEO

EDUCATION

Miami University, Farmer School of Business | Oxford, OH

Degree: B.S. in Business | 3.73 GPA (Top 7%)

Honors: Magna Cum Laude | University Honors with Distinction | Eagle Scout

Concentration: Operations Management, Entrepreneurship, Chinese