

## ROBERT TESTA

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**SUMMARY** Decisive Marketing Director who drives company growth through creative and innovative marketing strategies and sales tactics. Skilled expertise in both online and direct mail marketing campaigns and strategy and include a solid understanding of digital marketing, including SEO, PPC, SEM and social media marketing.

**SKILLS** *MARKETING & SALES:* Conducted direct response marketing promotions that boosted business by 69 percent. Increased patient volume by 144 percent. Raised online engagement and awareness by 285 percent.  
*MANAGEMENT:* Managed multiple offices cooperatively. Controlled and prioritized multiple projects simultaneously. Reduced marketing expenses by 19 percent.  
*COMMUNICATION:* Liaison between 60+ doctor offices in Northern New Jersey. Collected detailed marketing information to report to company President. Proficient oral and written communicator.

**EXPERIENCE** *Marketing Director* Oct 2013 - Current  
Bergen Medical Sports & Spine, Paramus, NJ

- Liaison between multiple physicians and doctors.
- Identified, developed and evaluated marketing strategies based on knowledge of company objectives and market trends.
- Promoted brand awareness with SEO optimization and attractive web design.

*Marketing Manager* July 2012 - October 2013  
I T Global Protech, Rochelle Park, NJ

- Created sales strategies to promote advertising offerings and motivate larger sales.
- Initiated and managed all traditional and digital marketing campaigns.
- Made strategic connections with other business's in order to increase sales

*Social Media and Marketing Intern* May 2012 - June 2013  
SituatioNormal, Montclair, NJ

- Developed innovative product solutions grounded in clear understanding of clients needs.
- Created and managed clients social media accounts, which include Facebook, Twitter, YouTube, and Instagram.

**EDUCATION** *Bachelor of Science, Marketing*  
Montclair State University, Montclair, NJ, graduated May 2013

**Accomplishments**

- Montclair State University's 2012 Entrepreneur of the Year
- Created & Studied Abroad in Chile's International Study Program
- Completed MSU's CEO Training Program