

TONY BOCCIO

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ACADEMIC BACKGROUND

STATE UNIVERSITY OF NEW YORK AT OSWEGO, B.A. Communications
Deans list

SUNY LONDON PROGRAM, London, England
International Broadcasting- Theatre, radio and television broadcasting

AWARDS

2015: Crossmark/Marketing Werks Outstanding Client Services Award

SUMMARY

10 plus years in training, managing and executing Experiential Marketing events. Solid leadership and strong team player. Dedicated to a collaborative approach. Thrives in training teams to develop relationships, engaging consumers. Talent for running events on site, from logistics to build out to team training and recaps for internal team. Experience in managing clients, vendors, staff, equipment, and timelines. True joy in building client & consumer relationships. Flexible and versatile to make sure team and events have all required elements and run smoothly from setup to recap.

EXPERIENCE

6/2019-Today

Meyer Equities - Asst. Director

- Assist in maintenance of several Manhattan office buildings

Momentum WW – Director-Field Marketing

3/2017-3/2019

- Lead the Verizon Fios Experiential program throughout the North East and Mid-Atlantic regions
- Manage and maintain a strong relationship between client and agency
- Hire, train, motivate and manage staff of over 50 internal and external team members on Verizon Fios products, including engagement strategies
- Work directly with Fios sales reps and marketing team to help close sales
- Conceptualize experiential marketing ideas with internal Account Managers, Creative, Integrated Production & Analytics teams to present to client and take to market
- Provide program insights and status updates during development & Planning with weekly, monthly and quarterly reports (KPI & ROI)
- Identify staffing needs, manage logistics, budgets and work with vendors to ensure seamless execution
- Ensure program budget guidelines are followed
- Tracked and maintained a \$5m program budget
- Identify both internal and field issues and provide solutions
- Conduct bi-yearly and yearly reviews of internal Account Managers

Marketing Werks/Crossmark –Account Supervisor

11/2009-3/2017

2015: Spotlighted by company (Crossmark) for outstanding client services

Successfully managed 30 plus Brand Ambassadors for experiential activations at sports venues across the North East, including MetLife Stadium, Citi Field, Gillette Stadium, Consol Energy Center and others for the Verizon Fios and Wireless experiential marketing program.

- Supervise all Experiential events from build to recap for the Verizon Fios and Wireless programs
- Train marketing teams throughout the country on Verizon products and marketing tactics
- Liaison between Verizon marketing, Verizon sales & marketing teams for Consumer & B2B event marketing
- Interview, hire, train and conduct performance evaluations
- Assisted in developing budgets and ensure budget guidelines are followed
- Assist in tracking profit and loss statements
- Administered disciplinary actions as needed

Verizon Wireless –Customer Care Rep

10/08-5/-09

- Provide customer support to Verizon Wireless and Fios customers. Explain products and services and provide consumers with support, from programming phones and activating service to troubleshooting and more.

103.7 WNNJ- Newton, NJ (iHeart Media)

11/2012-Today

- On Air Personality
- Voice over Artist
- Commercial production