

# JOEPARRELLI

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## MULTI-CHANNEL MARKETING LEADER

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Consumer-obsessed marketing leader with over ten years of experience in progressive marketing roles within the retail industry. Skilled in creating engaging campaigns to drive revenue growth across both online and direct mail channels. Strong skillset in managing creative teams and leading campaign strategy to enable organization-wide success.

## AREAS OF EXPERTISE

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- Brand Marketing & Strategy
- Campaign Execution
- Budget Management
- Positioning & Messaging
- Consumer Insights & Trends
- Performance Analysis
- Project Management
- Email Marketing
- Customer Retention

## CAREER HIGHLIGHTS

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**Retail Industry:** Ten years leveraging consumer insights to generate sales and increase profitability

**Multi-Channel:** Skilled in engaging customers across channels to increase our share of wallet

**Team Management:** Eight years managing creative teams and marketing professionals

## PROFESSIONAL EXPERIENCE

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**Assistant Manager, Targeted Marketing, Auto-Ship, New Business** April 2019 - Present

Publishers Clearing House, Jericho, NY

*Develop, plan, and execute strategies to retain, re-engage, and grow our core-customer base through highly targeted efforts across multiple lines of business.*

- Increased Targeted sales by 14% on average per campaign by creating Customer Personas to match customers with more potentially relevant offers in Multi-Affinity campaigns.
- Saw a \$9 increase in Average Lifetime Value of Auto-Ship customers by consolidating product clubs leading to improved retention, less noise, and increased shipments.
- Achieved a 20% increase in Multi-Channel User engagement by running digital and print campaigns in parallel leading to an increase in sweepstakes entries and sales.

**Senior Marketing Analyst, Targeted Marketing** April 2015 – March 2019

Publishers Clearing House, Jericho, NY

*Lead cross-functional teams to ensure campaigns are both on time and on budget, review creative and provide direction to strengthen promotional execution.*

- Grew Targeted campaign sales by \$24M by transitioning Single-Affinity campaigns to Multi-Affinity campaigns between 2016 and 2018.

**Marketing Analyst, Targeted Marketing** May 2013 – March 2015

Publishers Clearing House, Jericho, NY

*Track and forecast campaign sales, analyze trends in targeted affinity performance and identify areas for increased profitability.*

- Improved sales projection variance by 50% by reformulating the model curves to provide more accurate projections leading to better inventory management.

**Graduate Assistant, Division of Student Affairs** May 2011 – May 2013

St. John's University, New York, NY

*Guide Executive Board of Student Government, Inc. and operate Student Printing Center by managing staff and inventory.*

- Increased sales by 24% in one year by growing brand awareness through print advertisements.

## EDUCATION

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**Master of Business Administration, Marketing Management** GPA: 3.9/4.0 May 2013

St. John's University, New York, NY

**Bachelor of Science, Marketing** Magna cum Laude GPA: 3.7/4.0 May 2011

St. John's University, New York, NY