



Shelby Malvestuto

DIRECTOR OF MARKETING



CONTACT

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Location:
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EXPERTISE

Marketing Management
Strategic Planning & Execution
Team Building & Leadership
Business Development & Growth
Campaign Management
B2B & Digital Marketing
Budget Analysis & Control
Social Media Marketing
Brand Promotion
Website Management
Market Research & Trend Analysis
Cross-Functional Collaboration



EDUCATION

BA in Advertising and Public Relations, (2009 – 2013),
President and Founder of the UT Astronomy Club
University of Tampa



PROFESSIONAL SUMMARY

Instrumental in developing innovative / data-driven marketing strategies that promote awareness, engagement, and revenue growth.

Accomplished and growth-focused executive; offering extensive experience in B2B and B2C marketing management. Renowned top performer with forward-thinking approach to generating impactful marketing outcomes for progressive organizations. Excels in creating compelling content, overseeing digital marketing initiatives, and implementing effective lead-generation programs. Elite communicator; committed to leading cross-functional teams, fostering collaborative culture, and ensuring successful product launches.



CAREER EXPERIENCE

Power Chord Inc, St. Petersburg
Director of Marketing

2020 – Present

Oversee marketing department of a software company for rebranding and website reconstruction initiatives. Provide strategic direction to teams on projects related to sales enablement, public relations content, and marketing strategy. Ensure timely and successful product launches while fostering cross-departmental collaboration and coordination.

- Formulated and executed robust lead-generation campaigns on quarterly basis for brand promotion.
- Delivered regular reports related to KPIs to leadership to provide valuable insights and support decision planning.
- Created highly targeted Account-Based Marketing (ABM) program that emerged as most successful sales channel for company.

Florida Funders, Tampa
Director of Marketing

2019 – 2020

Organized and spearheaded diverse range of 12 events per quarter, including intimate lunch and learns to large-scale summits. Edited and scheduled various content formats, such as podcasts, videos, blog posts, news articles, and press releases to enhance brand visibility. Delivered KPI reports to board and CEO on regular basis to provide valuable marketing insights.

- Increased lead generation and conversion rates by introducing innovative marketing strategies.
- Contributed to fundraising initiatives that resulted in the generation of \$10M in funding.



CERTIFICATION

Strategy and Execution:
Harvard Business School (2022)

Inbound Marketing Certification:
Hubspot Academy (2019)

Product Management:
Pragmatic Institute (2020)

ISO 9001 Lead Implementer - Quality:
The ISO Group (2021)



TECH SKILLS

- Salesforce
- HubSpot
- Adobe Suite
- Final Cut Pro
- Microsoft Suite
- Facebook Business Suite
- LinkedIn Campaign Manager
- Instagram Business
- MailChimp
- WordPress
- Bronto
- Chatbots



CAREER EXPERIENCE



AVI-SPL, Tampa
Marketing Specialist

2015 – 2019

Supervised multiple teams within department to ensure efficient and effective operations. Conceptualized and executed campaigns to increase brand visibility and client engagement. Oversaw production of captivating YouTube video series to showcase company offerings.

- Managed all specialized projects within department via strategic planning and execution.
- Boosted sales by creating and executing successful guerrilla marketing techniques.



MagneGas, Tarpon Springs
Marketing Manager

2014 – 2015

Led all aspects of vendor campaigns for prominent brands such as Epson, Sony, and Hitachi. Regulated budget of \$1M while leading and directing digital marketing team. Strategized and executed trade shows and events to promote company brand and products. Planned budgetary frameworks and marketing strategies for both parent company and its subsidiaries.

- Established inclusive partner program, including monthly reports, curated content packages, and engaging online features to achieve desired results.
- Achieved twofold rise in social media followership and online traffic through effective engagement and promotional activities.



Soaring Eagle Consulting, Apollo Beach
Marketing Specialist

2012 – 2014

Managed comprehensive marketing initiatives for global tech corporation. Conducted thorough market analysis to identify growth opportunities and develop targeted marketing strategies. Analyzed data and trends to optimize campaigns and generate actionable insights.

- Accomplished threefold increase in web traffic through execution of e-blasts and innovative guerrilla campaigns.
- Developed visually compelling company booths, banners, and brochures to promote marketing products and services.