

# Peter Pugliese

Digital Gooru & Marketing Executive

## CONTACT INFO

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Forward-thinking innovator continually forging profitable new paths. Unique blend of technology, marketing, and non-profit management skills. Demonstrates ability to learn and teach new concepts, easily adapt to change and manage multiple concurrent tasks. Leads cross-functional projects to reach organization objectives. Resolves complex technical issues related to business applications, while communicating solutions to business areas. Possesses confidence and patience to effectively communicate with staff and users from all levels. Impeccable integrity and work ethic.

## EXPERIENCE

### Autism Speaks

JANUARY 2016 TO PRESENT

#### Director, Strategic Digital Projects

Responsible for management and coordination of internal resources and third parties for the flawless execution of digital projects and major campaigns.

- Manage national digital campaigns and programs.
- Design, develop, and implement comprehensive campaign strategies.
- Work across the organization to help achieve strategic plan goals.
- Track and report on key department metrics and project performance.
- Work with senior leadership to develop plans for additional strategic fundraising efforts.

### Autism Speaks

JUNE 2012 TO JANUARY 2016

#### eFundraising Manager

Responsible for planning, executing and managing Autism Speaks national online fundraising initiatives and strategies. Drive acquisition of new donors and cultivate and retain existing donors.

- Increased year-end fundraising campaign by over 50% year-over-year my first year.
- Led implementation of new eCommerce platform increasing usability and reliability of eStore.
- Launched an affiliate marketing program for the eStore driving an additional \$35,000 in sales through affiliate marketing promotions in the first year.
- Co-created and built Sound Off For Autism Speaks: a campaign that gave fans the opportunity to order a limited number of custom-recorded messages from their favorite celebrity for \$299. Raised over \$100,000 first year.

### The Leukemia & Lymphoma Society

JUNE 2005 TO JUNE 2012

#### Internet Marketing Specialist

- Managed major eMarketing efforts for the National Office on an ongoing basis. Including but not limited to fundraising campaigns, emails, websites, online communities and analytics.
- Managed implementation of Google Website Optimizer to allow for more testing and greater insights to increase lead generation to the Team In Training program.
- Implemented a new wiki based Intranet system that increased utilization and improved internal communications.
- Built new email profile center giving subscribers greater control over their preferences while streamlining management for internal staff.
- Led implementation of Google Analytics across 6 websites for better conversion tracking and analytics. Google Analytics provided a cost savings of \$24,000 a year.
- Created and streamlined internal process for local chapter website audits for greater usability and ensuring content is up-to-date and adheres to best practices for effective lead generation.
- Cultivated and managed relationships with major vendor such as Google and ExactTarget.

## SKILLS

Project Management, SEM, SEO, Lead Generation, Online Marketing, Online Fundraising, Email Marketing, Social Networking, Internal Communications, Website Usability, Web Content Management.

**Applications:** Drupal, ExactTarget, Microsoft Office, Dreamweaver, Photoshop, Acrobat, Blackbaud/Kintera Sphere, Blackbaud Luminate Online, StratusLIVE, ClickDimensions, Google Analytics, Google Ads, Google Tag Manager, Zendesk, HappyFox, Fundraise Up.

## EDUCATION

### SUNY Delhi

2003 TO 2005

B.T. in Information Technology, Web Development

## Westchester Community College

2000 TO 2003

### A.A.S. in Computer Information Systems

Presidents List, Final GPA 3.60

Alpha Beta Gamma International Honor Society

#### HONORS

Presenting speaker, Create Compelling Year-End Fundraising Campaigns Webinar by The Chronicle of Philanthropy (July 2013)

Part of the team that developed an internal training Wiki taking first place honors in the Pennsylvania/New Jersey/Delaware Distance Learning Association's (PADLA) 2006 "Excellence At Work" eLearning Awards.

Part of a the team recognized for being one of the "59 Top Orgs Online" by GetActive, NetSquared and Squidoo.

#### PROJECTS

### Sound Off For Autism Speaks

Project lead on Sound Off For Autism Speaks. A year-end fundraising campaign enticing supporters, celebrity fans, and others to buy custom-recorded messages from Ed Asner, Will Ferrell, Morgan Freeman, Carrie Fisher, Tom Hanks, Derek Jeter, Leonard Nimoy, William Shatner, Patrick Stewart and Betty White.

Campaign was a huge successful. We sold 346 out of a possible 500 messages, raising over \$100,000.

The Chronological of Philanthropy: <http://goo.gl/F5ZGHO>

### Google Website Optimizer Workout Contest

<http://www.youtube.com/watch?v=KPTGHc5ghjs>

Implementation & testing of Google Website Optimizer Workout Contest to increase leads generated from the Team In Training website ([www.TeamInTraining.org](http://www.TeamInTraining.org)).

Project Video: <http://goo.gl/eOZRc4>

#### VOLUNTEERING

### Barker Ave Apartment Corporation

OCTOBER 2009 TO MAY 2017

Vice President, Board of Directors

- Responsible for creating and enforcing corporation rules and regulations, overseeing budget, contract approvals and administration of building.
- Represented the building and shareholders when dealing with outside agencies and vendors.
- Built and maintained the corporation website and emails to keep shareholders updated and informed.