



# Marketing Director

# John Moss

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## EXPERIENCE



### ABOUT ME

Seasoned marketing leader with a background in technology and business process improvement. I transform business ideas and strategies into increased revenues, reduced costs, streamlined processes, and increased customer satisfaction.

### EDUCATION

MS, Computer Science  
Pace University

Graduate Business Certificate  
Columbia University

Mini-MBA Certificate  
Rutgers University

BA, English  
Shippensburg University

### CERTIFICATES & AWARDS

Certified Ethical Hacker (CEH)

IEEE Certified Software Development  
Associate (CSDA)

ITIL v3 Foundations Certification

Comp Sci Departmental Award  
Pace University

Leadership Award, Bose Corp

WOW Marketing Award, Staples, Inc

Financial Communications Society  
(FCS) Portfolio Award, Bronze

Service Industry Advertising Award  
(SIAA), Gold, Silver, Merit

Hermes Creative Award, Platinum,  
Gold

MIT/World Federation of Exchanges  
Presenter

- Present  
Nov 2016

**Vice President, Marketing and Technology**  
*Bath Saver, dba Bath Fitter*

  - Develop and execute strategy for portfolio of companies (Bath Fitter, Kitchen Saver and Homespire)
  - Increased lead generation 40%, conversions 15% and sales 25% YOY by updating traditional marketing/media and initiating digital strategies
  - Deployed Intranet and internal communications programs
- Nov 2016  
Jul 2012

**Sr. IT Manager - IS Marketing Systems**  
*Rite Aid Pharmacy*

  - Led web, mobile and backend application development
  - Oversaw business relationships, enterprise technology roadmap and Waterfall/Agile development projects
  - Transformed business goals into >\$36m in revenue-generating initiatives
  - Led ecommerce fulfillment project team that realized >\$12m in savings over 5 years
- Jul 2012  
Apr 2007

**Sr. Technology Brand Manager**  
*Nasdaq International Securities Exchange (ISE)*

  - Managed web, digital, social media, CRM/database, print, and event marketing campaigns to support larger strategic goals responsible for 84% of revenue
  - Supervised creative and technical resources
- Apr 2007  
Mar 2006

**Sr. Online Manager**  
*DIRECTV*

  - Recruited, trained and supervised copywriters, designers and developers maintain and enhance directv.com to meet and exceed revenue goals
  - Relocated ecommerce function from LA to NYC
  - Redesigned/architected site using new Content Management System
- Mar 2006  
Nov 2003

**Online Resource Manager**  
*BOSE Corporation*

  - Ensured efficient resource deployment while maintaining effective corporate branding
  - Implemented online initiatives that contributed over \$15m in revenue
  - Reduced costs 8% in one year
- Nov 2003  
Aug 2000

**Digital Copywriter/Editor**  
*Staples, Inc.*

  - Led editorial team to create/edit direct mail, catalog and online content while maintaining branding

## SKILLS

Digital Transformation, Lead Generation, Pay Per Click, Email Marketing, Reputation Management, Internal Communications, Corporate Communications, Creative Management, Leadership, Technology