

John Moss

617-240-0625

john@johnmossmarketing.com

Mountville, PA

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

Data Science Professional Certificate
Harvard Online
(Expected May 2023)

MS, Computer Science
Pace University

Graduate Business Certificate
Columbia University

Mini-MBA Certificate
Rutgers University

BA, English
Shippensburg University

CERTIFICATES & AWARDS

Fundamentals of Digital Marketing
Certification (Google)

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

EXPERIENCE

Present
Nov 2016

Vice President, Marketing & 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. 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. Brand Manager *International Securities Exchange (ISE)/NASDAQ*

- 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 Marketing Manager *DIRECTV*

- Recruited, trained and supervised copywriters, designers and developers while maintaining and enhancing 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*

- Led team of copywriters, designers and frontend developers, ensuring on-brand voice in all communications
- 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, Growth Marketing, Product Marketing, Product Management, SEM, Email Marketing, Social Media/Reputation Management, Internal Communications, Corporate Communications, Creative Management, Leadership, Technology, Media, Operations, HTML/CSS, SQL, R