

John Moss

Marketing, Technology, Business, Leadership

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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: Visualization Certificate
Data Science: R Basics Certificate
Harvard Online

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
Aug 2022

○ Vice President/Director of Marketing and CX

PeoplesBank, A Codorus Valley Company

- Lead advertising, branding, public relations, communications, business development and marketing initiatives
- Drive revenue growth through well-served and engaged clients while champion the client experience

Aug 2022
Nov 2016

○ Vice President, Marketing and Technology

Bath Saver, dba Bath Fitter

- Developed and executed 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, including ecommerce fulfillment project that realized >\$12m in savings over 5 years

Jul 2012
Apr 2007

○ Sr. 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 Marketing Manager

DIRECTV

- Recruited, trained and supervised copywriters, designers and developers for directv.com, exceeding revenue goals
- Relocated ecommerce function from LA to NYC
- Redesigned site using new Content Management System

Mar 2006
Nov 2003

○ Online Resource Manager

BOSE Corporation

- Ensured efficient resource deployment while maintaining on-brand voice in all communications
- Implemented online initiatives that contributed over \$15m in revenue and reduced costs 8% YoY

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, SEM, Email Marketing, Reputation Management, Internal Communications, Corporate Communications, Creative Management, Leadership, Technology, Media, Operations, HTML/CSS, SQL, R