

# 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

○ **Senior 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

○ **Senior 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

○ **Senior 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

○ **Senior 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