

# Nick Valente

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## DIGITAL MARKETING & ECOMMERCE EXECUTIVE PROFILE

Strategic, award-winning Interactive executive who builds and manages digital experiences and businesses that exceed expectations and deliver measurable results. Excels in building a strong interactive presence working across multiple disciplines and departments. Experienced in managing, marketing and successfully moving e-commerce projects forward in cross-functional organizations by building alignment to goals.

**Internet & Web Strategies**  
**e-Commerce strategy**

**SEO, PPC, Affiliate**  
**Content – AI Prompting**

### SELECTED ACCOMPLISHMENTS

VERIZON – Leadership role in social media across enterprise

- Social media/marketing governance lead.
- Employee advocacy lead.
- Built content marketing strategy for .com website increasing traffic.
- Built and maintained conversation lead over competitors.
- Introduced key technology improvements to social publishing methodologies.
- Started and manage employee advocacy. Lead social media governance.

D&M HOLDINGS – Designed and managed Search & Social Marketing strategies.

- Managed 3 brand websites; responsible for Ecommerce, content, SEO and social media.
- Brought Denon from the #5 talked about brand to #2 in its industry in under 90 days.
- Increased organic traffic by 200% for Denon in 2011.
- Launched 2 International brand websites in less than 120 days.
- Increased customer brand conversations and interactions for brands by over 200%.
- Delivered updated site content across three platforms, web, blog, Facebook & Twitter.
- Successfully launched Social Media strategy for Denon with over 60K fans in 100 days.

THE SPEAKER COMPANY – Launched and managed pure-play ecommerce business

- Launched a pure-play online business, The Speaker Company, from concept to launch in 120 days including product sourcing.
- Garnered top 10 keyword positions for over 350 words in less than 6 months.
- Doubled The Speaker Company Sales in 2009 through SEO, social media and on-site conversion optimization.

RapidFax - Launched and managed RapidFAX, a pure-play B2B & B2C Service Company.

- Managed \$80K PPC campaign with a positive ROI.
- Successfully launched start-up project RapidFAX.com increasing revenue by 405% in 2006.
- Launched Affiliate, trained affiliate manager, increased orders by 251% in 2006.
- Increased revenue by 30% month over month through Online marketing and Affiliate programs.
- Increased conversion rate of online registration by 52% in 6 months.

AT&T – Managed AT&T WorldNet, att.com and Anywho.com.

- Led redesign to re-purpose att.com to an e-commerce portal, achieving #1 industry ranking
- Consistently ranked in top 25 of all websites visited.
- Launched AT&T WorldNet into the number 3 Internet provider.
- Increased e-commerce revenue 50% year over year for att.net.
- Created personalized online web portals.
- Reduced costs up to 20% by bringing 200+ AT&T websites under 1 CMS
- Launched AT&T Anywho.com into a top 135 website in less than 6 months
- Increased directory accuracy to 90% while reducing costs by \$4M

**EXPERIENCE**

Verizon

**Associate Director of social media/Social Governance/Employee Advocacy** 2011 – Present

Managed social media strategy, creative and media buying. Managed 7 social media managers both in HQ and in area teams. A leadership role across entire enterprise. Exceeded goals with greater reach, engagement than competitors. Launched major content site as well as working with Ecommerce team on social selling and marketing. Launched and lead Employee Advocacy. Lead Social Media governance.

D&amp;M HOLDINGS INC. 2007- 2011

**Director of SEO & Social Media** 2010 – 2011

Developed SEO and Social Media strategy for D&amp;M's Denon, Marantz and Boston Acoustic Brands.

**General Manager - Director of Ecommerce and Online Marketing** 2007 – 2010

The Speaker Company. Planned and launched product line, web site, marketing, fulfillment and customer service. On target for profitability in less than 2 years. All online marketing & Social Media for Denon, Marantz, DenonDJ and Boston Acoustics in North America including responsibility for brand Ecommerce websites.

EASYLINK SERVICES 2005 – 2007

**RapidFAX Director of Ecommerce & Online Marketing**

Recruited to head RapidFAX.com a startup Internet Fax product. Full P&L responsibility. Developed product and marketing and business development strategy. Worked with outsourced development team and internal operations to build the product. Developed and oversaw the development of Internet advertising strategy, co-marketing agreements and Affiliate program.

CHOICE MEDIA 2004 – 2005

**Internet Consultant**

Planned and executed content, look and feel, usability and marketing for 24 health sites including drkoop.com, healthcentral.com and healthscout.com.

AT&amp;T 1987 – 2003

**Director of Sales & Marketing – AT&T Labs Natural Voices** 2001 - 2003

Led team of 6 in sales and business development for technology products - Text-to-Speech, Automatic Speech Recognition and Natural Language. Launched products, set pricing, developed offers, defined marketing activities, and set up e-commerce website. Hired and trained 6 business development staff.

**VP of E-Commerce** 1994 - 2001

AT&T WorldNet, Anywho.com and ATT.com websites. Led 32-person Marketing, Technical, Product Management, Creative and Business Development Team with \$24M in direct revenue responsibility. Developed website marketing and products strategy. Secured executive buy-in from 3 key stakeholders in efforts to turn att.com into an e-commerce site vs. a public relations site. Fostered strategic team thinking by goal setting, status reviews, measurement and feedback.

Additional positions as Marketing Manager and National Account Manager.

**EDUCATION****MA Degree** Technology Management, STEVENS INSTITUTE OF TECHNOLOGY, Hoboken, NJ**BA Degree** Humanities, MONTCLAIR STATE UNIVERSITY, Montclair, NJ