

# JOHN CAPONE

---

213 3/4 Pacific Street, Santa Monica, CA 90405  
john-capone.com 631.219.6120 capone.john@gmail.com

## freelance projects

**Content Dev & Email Marketing** Whalebone  
Consult on content development and plan and execute weekly email newsletter (including partner promotions) for Whalebone magazine and whalebonemag.com.

**Email & Social Marketing** Cheryl Forberg, RD  
Developed content marketing plans and email campaigns for James Beard Award-winning chef and nutritionist from NBC's *The Biggest Loser*.

**Long Island Restaurants Editor** Zagat  
Vetted locations and added new or missing venues for listings, as well as compiled surveys, wrote reviews and edited final listings for 2011 Zagat guides for Eastern Long Island and the Hamptons.

**City Editor** Black Book  
Chose locations and wrote up dining, nightlife and hotel venues for the Hamptons and then Napa and Sonoma.

**Food Writer/Listings Editor** NYMag.com  
Vetted locations and wrote reviews of restaurants in the NYC area and in the Hamptons.

**Copy Editor** Radar Magazine  
Copy editing, proofing, and trafficking for a national glossy magazines on closings.

## education

Southampton College, Southampton, NY  
MFA, English and Writing

University of Maryland, College Park, MD  
BA, School of Arts and Humanities, American Studies/Journalism

## work history

FEB  
2017–  
present

**Digital Marketing Director** Festival Napa Valley, *Napa, CA*

Lead ecommerce, ticket sales and digital marketing efforts of annual 10-day music and performing arts festival. Manage Salesforce records and box-office strategy.

- Plan, manage and constantly evaluate digital media and PPC budgets;
- Lead social media and SEM/SEO development managing contractors and in-house staff to execute CRM and ticket sales goals.

MAR FEB  
2015–2017

**Digital Marketing Manager** Robb Report, *Malibu, CA*

Created audience growth strategy. Worked with ad partners to meet client goals. Managed email newsletter programs and paid social media campaigns.

- Grew daily newsletter subscriber base +500% to reach more than 100,000 members in a year;
- Utilized Adobe Analytics on a daily basis to optimize digital content;
- Increased clicks on opens within emails nearly 10%.

MAY MAR  
2012–2015

**Marketing Manager** Gundlach Bundschu Winery, *Sonoma, CA*

Managed and executed marketing strategy for winery, and worked with direct and national sales teams to create campaigns promoting wine releases; also promoted events, including the annual Huichica Music Festival and concert series.

- Led ecommerce efforts, consistently exceeding KPI goals for sales online; increased sales an average of 5–15% YOY, monthly;
- Nominated for best use of email marketing at Flycon 2015;
- Created metrics to measure Facebook Ad campaign effects on sales in stores, correlating efforts to depletions with distributors.

OCT FEB  
2007–2011

**Executive Editor** MediaPost Communications, *New York, NY*

Led editorial coverage of the media industry; managed numerous daily email newsletters. Assisted in the programming of and represented the company at OMMA events focused on digital media.

- Conducted A/B testing of daily newsletters, adjusting subject to increase open rates 3–5%;
- Utilized Google Analytics insights to lead mobile optimization of email newsletters and web pages;
- Created original social media strategy, growing Twitter account to 10,000+ followers and created engaged Facebook communities.

**HANDY WITH** Adobe CC, the social medias, Google Analytics, Adobe Analytics, multiple ESPs and CMSs