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JOHN CAPONE

work history

freelance projects

Digital Marketing Lead Festival Napa Valley

Led digital marketing, ecommerce, and ticket sales efforts for 2017 season of annual 10-day performing arts festival.

Digital Marketing & Branding Murmrr

Led branding effort up to launch of music venue and continue to provide digital marketing support.

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, compiled surveys, wrote reviews and edited final listings for 2011 Zagat LI and Hamptons guides.

City Editor BlackBook

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 magazine 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

SEP
2017-NOW

Content & Marketing Consultant Whalebone Media, NYC, (*remote*)

Consult on content development and digital marketing, including branded content, partnerships, sponsorships. Plan and execute weekly email newsletter.

- Focus on email and subscriber acquisition and nurturing;
- Advise on social media usage and ad-buying and SEO.

MAR MAR
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 story 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, HTML, multiple ESPs and many CMSs