

# John Capone

capone.john@gmail.com | 631.219.6120 | john-capone.com

## WORK HISTORY

**Whalebone Media**, New York, NY (remote)  
Director of Content | 10/17–present

- ☼ Lead content development and creation for Whalebone Magazine for print, website and newsletter;
- ☼ Focus on email and subscriber acquisition and nurturing;
- ☼ Manage ad and media buying;
- ☼ Work closely with brand partners, including lululemon, Suntory Whisky, Huckberry, YETI, Seagrams 7, JuneShine and others to develop and implement content marketing strategies.

**Robb Report**, Malibu, CA  
Digital Marketing Manager | 04/15–06/17

- ☼ Worked with ad partners clients to meet goals;
- ☼ Managed paid social media campaigns and budgets;
- ☼ Grew daily newsletter subscriber base +500% to reach more than 100,000 members in a year;
- ☼ Analyzed data to optimize digital content and campaign performance, including informing site design and UX;
- ☼ Increased clicks on opens within emails nearly 10%.

**Gundlach Bundschu Winery**, Sonoma, CA  
Marketing Manager | 05/12–03/15

- ☼ Managed and executed marketing strategy for winery;
- ☼ Created and planned campaigns promoting wine releases working with direct and national sales teams;
- ☼ Promoted events, including the annual Huichica Music Festival and concert series, tying them back to the wine program;
- ☼ Led ecommerce and DTC efforts, consistently exceeding KPI goals for sales online, increasing sales an average of 5–15%;
- ☼ 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.

**MediaPost Communications**, New York, NY  
Executive Editor | 10/07–2/11

- ☼ Led editorial coverage of the media industry and assisted in the programming of and represented the company at industry conferences focused on digital media;
- ☼ Conducted A/B testing of daily newsletters, adjusting subject to increase open rates 3–5%;
- ☼ Created original social media strategy, growing Twitter account to 10,000+ followers and created engaged Facebook communities.

## FREELANCE

**Branding and Marketing**,  
Mellowood Vineyards

Consulted on rebrand of winery, including packaging design and website launch with ecommerce buildout and tasting room POS.

**Digital Marketing & Branding**, murmrr music

Worked on logo and branding of concert series in Brooklyn.

**Email & Social Marketing**, Cheryl Forberg, RD

Developed content marketing plan, email campaigns and book launch strategy for James Beard Award-winning chef and nutritionist from NBC's *The Biggest Loser*.

## HANDY WITH

- ➔ Adobe CC
- ➔ The social medias
- ➔ Facebook Ads Manager
- ➔ Google Ads
- ➔ Google Analytics
- ➔ Multiple ESPs including MailChimp and SailThru

## EDUCATION

**Southampton College**, Southampton, NY  
*MFA, English and Writing*

**University of Maryland**, College Park, MD  
*BA, American Studies*