



PASSIONATE & AWARD-WINNING BRAND MARKETER

Summary

With an illustrious 15+ year marketing career, Frankie is a visionary leader renowned for his award-winning Media-To-Shelf activations. His career boasts accolades spanning Effie's, Addy's, P2Pi Omni Shopper, Promo Pro, and International Creativity Awards. Frankie has managed brands for Fortune 500 companies, showcasing his expertise in consumer promotions, digital marketing/eCRM, TVCs, OLVs, social media, shopper marketing, and omnichannel strategies. Frankie is a brand partner, leader, and mentor whose relentless pursuit of excellence inspires innovation and drives teams to excel. His expertise covers various product categories, including CPG, BevAlc, Personal Care, Pet, Gaming, QSR, Financial Services, and Healthcare. He skillfully navigates diverse distribution channels such as Grocery, Mass, Club, and more, consistently exceeding expectations and setting new industry standards. Frankie's infectious personality and unwavering commitment to excellence impact every brand, agency and individual he engages with, continually pushing the boundaries of marketing innovation.

Accolades

- P2Pi Omnishopper Award, In-Store Digital Activation
- Gold ADDY for Best Digital Campaign Activation
- Promo's Agency of the Year Award Contributor
- Awarded 6 International Creativity Awards
- 2024 New Product of the Year – Absolut Ocean Spray RTD
- Silver ADDY for Best Branded Video Content
- Promo's Pro Award for Best Web Promotion
- Chief Marketer Magazine feature for digital innovation

Experience

The Marketing Arm | 2021-Present - Titles: *Senior Director, Business Lead; Director, Account Management*

Brands Managed: BevAlc: *Absolut Vodka, Malibu Rum, Kahlúa Coffee Liqueur, Chivas Regal Scotch Whisky, Martell Cognac, Beefeater Gin, Seagrams Gin, Campo Viejo Wine, Ready-To-Drink (RTDs), Ready-To-Serve (RTS), Trade, and Portfolio*

- Led a dynamic cross-functional team of over 20 individuals, spearheading the definition, development, and implementation of brand, program, and channel strategies for 40+ shopper and trade marketing initiatives across Pernod Ricard brands.
 - Significantly elevated brand awareness, recognition, cultural resonance, sell-in, and sales across the Pernod Ricard portfolio.
- Guided Pernod Ricard's strategic evolution from brand-centric to consumer-centric, optimizing effectiveness through Media-to-Shelf campaigns.
 - Collaborated closely with cross-functional teams to ensure seamless brand consistency and bridged efforts from Above-The-Line to Below-The-Line channels as the brand-appointed lead of the IAT.
- Identified new opportunities and orchestrated successful launches of innovative product lines and collaborations.
 - Established multi-year partnerships with prestigious brands like Absolut and Ocean Spray, resulting in an RTD collaboration. I personally led product launch endeavors that resulted in an 88% increase in the RTD business, early program adoption, and recognition with the coveted 2024 Product of the Year award.
- Directed Multi-Brand/Portfolio initiatives and activations that drove revenue growth, expanded market share, and secured prominent placements such as Endcaps and WOW displays.
 - Earned an Omnishopper Award from the Path To Purchase Institute.
- Enhanced awareness, consideration, trial, brand engagement, and loyalty through strategic pursuits across multiple channels and disciplines.
 - Spanned initiatives in Shopper, Digital, Experiential, Promotions, Sampling, Augmented Reality, and more, positioning Pernod Ricard brands at the forefront of consumer engagement and innovation.

Scrum50 | 2019-2020 - Title: *Director, Product Owner*

Brand Managed: QSR: *Subway Restaurants*

- Oversaw strategic development and consumer journey for Subway Restaurants' digital CRM touchpoints, resulting in significant member retention and enrollment increase to 16M+ Subway MyWay Reward Members.
 - Led data analysis, spearheaded product roadmaps, and managed branded content production to drive win-back strategies.
 - Achieved higher consumer engagement, open rates, clicks, redemption rates, average check size, loyalty, and attribution compared to the previous year.
 - Implemented strategic optimizations and omnichannel experiences for messaging consistency across all touchpoints, addressing previous scattered communications by vertical.

Epsilon/Ryan Partnership: 2011 - 2019 - Titles: *Senior Account Supervisor; Account Supervisor*

Brands Managed:

CPG: ACCO Brands (Five Star, Trapper Keeper, AT-A-GLANCE, Cambridge, Slate Collection, Mead);

BevAlc: ABInBev (*Budweiser, BudLight, Stella, Michelob Ultra, Craft Partners*);

Financial Services: *HJ Sims*; Healthcare: *Medline*

- Served as the strategic lead across diverse brand portfolios, overseeing brand strategy, AOP/Annual Planning, brief development, 360-degree campaign activation and project management, marketing budget management, P&L, and KPIs, . Additionally, was hand-selected to lead the IAT and play the liaison role between the brand and all its partnering agencies.
- Consistently drove year-over-year positive results in an oversaturated declining market:
 - Increased POS Dollars by a range of +4.3% to +6.8%.
 - Achieved Market Share increases ranging from +1.3% to +4.6%.
 - Over 90% brand awareness (previously 79%) across two target demographics.
 - Ranked among the top three benchmark brands to grow within a declining category.
- Led eight successful, award-winning, and record-breaking campaigns, inclusive of:
 - Developing and leading the brand, digital, media, and consumer promotions strategy.
 - Spearheaded campaign site developments, social editorial content, and social media posting strategies.
 - Organizing experiential events, establishing branded partnerships, and securing celebrity/athlete endorsements.
 - Managing branded content execution across channels: TVCs, OTT, OLV, Social, Display, Native, Search, and more.
- Contributed to constructing digital marketing plans that increased revenue for the brands' e-commerce platform, resulting in over 127% growth over one year (increased sessions, conversion rate, and AOV).
- Delivered exceptional engagement rates for the brand in one year (2018: 8.54% vs. 2019: 21.19%), with a reduced annual budget cut of—\$525k.
- Awarded #1 beverage partner for on-premise digital content delivery by Buffalo Wild Wings, with exclusive rights to be featured in all 'Beer of the Month' programs for the following year.
- Received an annual client satisfaction rating of 4.96 out of 5, surpassing all previous rankings.

Alcone Marketing Group: 2007 - 2011 - Titles: *Sr. Account Executive, Account Executive, Asst. Account Executive, Account Coordinator*

Brands Managed:

CPG: *Philips Norelco & Appliances, Cadbury Adams (Halls & Dentyne), Unilever (Wisk, all), McCormick (Little Thai Kitchen, Simply Asia), The J.M. Smucker Company (Pillsbury, Smucker's, Martha White, White Lily, Multibrand)*

Pet: *Del-Monte Foods (Milk-Bone, Meaty Bone)*

BevAlc: *Mark Anthony Brands, Inc. (RTDS: Cayman Jack Margarita, Calypso Bay Spritz, American Vintage Tea)*

Gaming: *Hasbro Games (Monopoly, Nerf, Playskool, Operation, My Little Pony, Trivial Pursuit)*

- Five years of experience in brand development and marketing across CPG, Gaming, Pet, and BevAlc, with a proven track record of driving brand growth, managing cross-functional teams, and delivering impactful results.
- Acted as a liaison between brand and agency, collaborating directly with brand teams to develop short-term, annual, and long-term planning strategies to foster brand growth opportunities.
- Conducted category reviews using NCH, Nielsen, CAT Man, and IRI data, offering comprehensive insights for promotions.
- Developed the agency's digital capabilities, driving digital innovation and achieving significant brand growth through strategic digital initiatives. This resulted in a Chief Marketer Magazine feature for digital innovation, 6 International Creativity Awards, and a Promo's Pro Award for "Best Web Promotion."
- Successfully launched new products for Pillsbury, Dentyne, Halls, 3 BevAlc brands for Mike's Hard Lemonade, Philips Norelco, and Hasbro Games. Managed brand and product positioning, packaging, brand strategy, launch campaign, sales collateral, communications, and GTM strategy, including media, digital, shopper, promotions, experiential, and brand activations.
- Responsible for developing briefs across all brand program and campaign components while managing comprehensive financial projections and reporting for all brands, ensuring transparent fiscal oversight and alignment with strategic goals.
- Spearheaded two award-winning programs: Philips Norelco's "Deforest Yourself. Reforest The World." and Hasbro Nerf's "Battle of the Ads," which became evergreen programs.

Certifications

Google Ads Fundamentals
HubSpot Inbound & Email Marketing
Professional Selling

Education

University of Connecticut
Bachelor's Degree
Business Technology and Marketing