



Alessandro Vaccaro (31)

Account-Based Marketer / Turnkey Media Production

Phone: (416) 459 2072

Email: alevaccaro@gmail.com

Professional Objective

Driven and accomplished entrepreneur with a successful background in marketing and media production, seeking a challenging opportunity with an agency to further my personal growth while contributing value and inspiring team members.

Current Professional Experience / Milestones

2023 Currently developing operational efficiencies that utilize artificial intelligence

2022 Collaboratively generated \$15M in annual revenue: Implemented multiple comprehensive marketing and sales strategies utilizing Government funding provided to private and public building owners across Canada. Responsibilities include:

Strategy: Target-market, value proposition, brand narrative, forms of media

Design: Logos, custom visual assets, trade-show banners, product/service brochures, sales presentations, proposals, reports, *reactive* documents per client requests

Video: Educational / explainer videos, sponsorship videos, 2D-3D animated videos, problem/solution sales videos, client testimonial videos, process videos

Website: Brand websites, customer contact portals, product websites, for multiple programs/offerings, as well as reactive content for client retention

2021 Luxury Condominiums: Successfully completed marketing strategy for an international condo development. Managed and executed all production: logo design, website, promo brochure, price sheets, video ad, renders.

2020 Client acquisition, City of Vaughan: Provided marketing support/material for large private construction company. Training video, product video.

Software Proficiencies



Additional Experience and Skills

10+ years experience in event management **10+ years experience in media production (Production & Post)**

Strong work ethic: quick turnaround times, reliable, self-management skills, going above and beyond for clients

Excellent communication: listen actively, convey information clearly, and collaborate effectively in team environments

Experience in leadership: exhibiting leadership qualities, such as taking initiative, inspiring action, and being a positive influence to a team.

[Click Here to Learn More!](#)