

# SALVATORE A. CONCA

16 E Gate  
Copiague, NY 11726

516-749-4121  
sal@salconca.com

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## EXPERIENCE

### **Holy Grail Steak – New York**

*Chief Marketing Officer, January 2021 – Present*

- Responsible for all aspects of digital marketing resulting in 7-Figures in revenue.
- Highlights:
  - ⇒ Campaign development and execution around key tentpole holidays (i.e. Father's Day)
  - ⇒ Launched comprehensive content marketing program to increase SEO traffic
  - ⇒ Executed email campaign strategies resulting in 37% of total revenue
- Implemented subscription box program to increase bottom line revenue and repeat purchases
- Worked directly with PR & Affiliate Marketing agencies to increase awareness through editorial,
- Successfully launched new product lines including Holy Grail's exclusive Santa Carota Carrot-Fed Beef

### **Sal Conca Marketing, LLC – New York**

*Founder, July 2016 – Present*

- Boutique Agency & Consultant
- Highlights:
  - ⇒ Providing digital marketing services to hospitality, retail, manufacturers, B2B, real estate tech and entertainment businesses.
  - ⇒ Launched and great content marketing program that included video production and social media marketing services to one of the fastest growing influencer marketing agencies.
  - ⇒ Launched an e-commerce retail ad strategy for a manufacturer resulting in 100s of orders per day through refined audience targeting and messaging.
  - ⇒ Provided marketing strategy and consulting for the 3<sup>rd</sup> largest audiobook provider to increase their organic traffic through SEO. Redesigned their email marketing strategy to be more consumer focused and increased their acquisition marketing metrics.
- Core strengths include multi-channel marketing plans with a focus on value driven content that leads to direct sales, lead generation and community building.
- High level of competence with Google Analytics, Instagram, Facebook, Pinterest, YouTube, Social Media Tools, Audience Development, Graphic Design, Ad Buying, Email Marketing, Video Production and Editing, Podcasting and eCommerce operations.

### **Streamline Marketing, LLC – New York/Seattle**

*Founder | Managing Partner, November 2013 – July 2016*

- Clients:
  - ⇒ SelectQuote, Cabela's, Bing Rewards, Expedia, Hotwire, RealNetworks and Endicia
- Services provided:
  - ⇒ Lead Generation, Affiliate Marketing, Content Marketing, Programmatic Display
- Highlights:
  - ⇒ Migrated Cabela's marketing program from existing network to SAAS solution with no interruption, increased ROI and incremental program growth
  - ⇒ Successful launch of SelectQuote leadgen program utilizing multiple traffic generating strategies
  - ⇒ Leverage technology and strategic partners for process management and scalability
- Core focus in this role included strategic planning, business development, relationship management, media planning and analytical insights

### **House of Kaizen (formerly NetX) – New York, NY**

*Media Director, North America, August 2012 – September 2013*

- Responsible for defining and implementing agency media tasks and processes
  - ⇒ Paid Search, Affiliate Management, SEO and Display
- Mentor and team leader for direct reports as well as the boot camp program
  - ⇒ Associates participate in a cross department boot camp for 1 year

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- Provide strategic recommendations and media plans across multiple channels
  - ⇒ Managed the Kaplan Test Prep affiliate program audit and recommendations
  - ⇒ Developed the Total Gym Direct content marketing and SEO strategy
  - ⇒ Prepared the Brainlab 2013-14 media plan budget (Display, Paid Search, Video & Retargeting)
- Create proposals, participate in RFPs and negotiate new business opportunities
  - ⇒ Secured clients include Kaplan Test Prep, Vocus, Brainlab and ThinkGeek
- Agency thought leader in multiple digital marketing disciplines
  - ⇒ Affiliate Marketing, Mobile, Social, SEO, Paid Search and Display

## **NetX – New York, NY**

*Director of Affiliate Marketing, May 2008 – July 2012*

- Manage and train a team of 7 media managers across 20+ clients
  - ⇒ Responsible for over \$2MM+ in yearly agency revenue
- Develop and present strategic plans
  - ⇒ Dick's Sporting Goods commission restructure and 2011 Media Plan resulting in 20% YoY growth and 12% increase in ROAS all managed to a fixed budget
  - ⇒ Launched Conde Nast micro site affiliate program to promote individual magazine titles
  - ⇒ Launched Red Roof Inn affiliate program in 2011 exceeding revenue and booking targets in the first year, with continued growth into 2013 of over 37% YoY
  - ⇒ Launched the first Podcast Affiliate Program for Audible.com resulting in incremental growth and a new source of leads
- Define agency best practices for media team to better manage client programs
  - ⇒ Media Planning, Recruitment, Optimization, Analytics, Quality Assurance and Creative
- Provide insights based on performance data to optimize and grow campaigns
- Participate in RFPs, new business proposals and presentations
- Attend and speak at industry conferences (Affiliate Summit, CJU, Linkshare)

## **NBTY Inc. - Holbrook, NY**

*Online Acquisition Marketing Supervisor: October 2005 – May 2008*

- Responsible for the acquisition of new customers through the Affiliate Marketing Channel for the Puritan's Pride and Vitamin World brands
  - ⇒ 20% increase in both new customer acquisition and revenue while maintaining profitability
- Optimize affiliate relationships to increase performance and acquire new customers
  - ⇒ Consistent communication via newsletters and personal outreach including exclusive promotions, creative and site recommendations
- Lead regularly scheduled weekly meetings and quarterly planning sessions with agency
- Work closely with graphic designers and web developers to create and optimize landing pages, email and banner creative
- Work with product managers for seasonal product promotions, product launches and best sellers
- Collaborate with organic and paid search campaigns to optimize effectiveness across channels
- Participate in industry events including Affiliate Summit, Linkshare Symposium, eComXpo and Ad:Tech
- Successfully launched the Vitamin World Affiliate program in August 2007

## **Vytra Health Plans - Melville, NY**

*E-Business Marketing Coordinator: June 2003 – October 2005*

- Developed and executed online marketing programs for branding, community events and health and awareness
  - ⇒ Partners include WBLI, WBAB and Newsday.com
- Responsible for all online content coordination from design to implementation
  - ⇒ Includes printed collateral, banner ads, press releases and splash pages

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- Prioritized site functionality business requirements for cross departmental teams
- Obtained primary and secondary research to impact the redesign of Vytra's Web site
  - ⇒ Online member surveys
  - ⇒ Usability study conducted by Forrester Research
- Negotiated proposals and contracts with vendors
  - ⇒ Includes web design, email management and health content
- Implemented initiatives to increase utilization of content on the website

## **1-800-FLOWERS.COM - Westbury, NY**

*Interactive Marketing/Affiliate Management Team: January 2002 – March 2003*

- Responsible for the optimization of new affiliates
  - ⇒ Negotiated media placements on websites and newsletters
- Created affiliate groupings for effective management
  - ⇒ Segments were monitored on a regular basis
  - ⇒ Prepared monthly reports for analysis to track results
- Worked on initiatives to boost activity and optimize performance of existing affiliates
  - ⇒ Wrote a 4 week course teaching affiliates how to run a successful affiliate program
  - ⇒ Worked with online merchants to develop unique branding opportunities

## **Universal Music Group – Information Technology, New York, NY**

*Team Coordinator: July 1999 – July 2000*

- Worked on the launch of Universal's B2B website
  - ⇒ Responsible for the collection of digitized publicity and artwork assets
  - ⇒ Gathered the business requirements for version 1.1 and 1.2 from multiple departments
  - ⇒ Provided demonstrations and training to staff
- Conducted Internet research and testing for software applications
- Developed technical documentation and procedures for custom/vendor applications
- Coordinated virtual team meetings (New York, Los Angeles and Nashville)

## **EDUCATION**

### **Hofstra University, Hempstead, NY**

*Master of Business Administration in Marketing; December 2002*

*Co-President of the Graduate Chapter of the American Marketing Association*

### **University of Miami, Coral Gables, FL**

*Bachelor of Music in Music Business and Entertainment Industries; May 1999*

*Minor in Computer Information Systems*

## **Lectures & Speaking**

*Type A-Parent: September 2019*

*Topic: How to Produce A Video Series That Provides Value*

*Type A-Parent: September 2018*

*Topic: Winning Social Media One Post at a Time*

*Long Island Food Council: August 2018*

*Topic: Winning Social Media One Post at a Time*

*Affiliate Summit West: January 2015*

*Topic: The Convergence of Affiliate Marketing & Social Media*

*Affiliate Summit West: January 2011*

*Topic: Social Media – A Marketing Bonanza*

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*Affiliate Summit East: August 2009*

Topic: Dynamic Shopping – Content, Conversion, Analytics

## **RECENT BOOKS**

*Made to Stick by Chip & Dan Heath*

*Start with Why by Simon Sinek*

*Drive by Daniel Pink*

*The Brand Gap by Marty Neumeier*