

Gene Buonaccorsi

Product Marketer

Digital Content &

Social Media Strategist

Writer

Photo/Videographer

30 Dickinson St, Somerville, MA

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Process-oriented manager who helps create exceptional products & content by unifying departments and streamlining communication. Comfortable leading teams & being an army-of-one. Brings the experience & humility of working up from the ground floor to every conversation. Flexible, detail-oriented, and organized.

Experience

Mast Landing Brewing Company / Director of Marketing

JUNE 2019-PRESENT (Brought on FT from PT freelance role in Feb 2020)

Directing new product development pipeline across production, marketing, and sales departments - setting timelines, managing ongoing task needs, creating all marketing materials; Defining & executing company's social media, web, email & press strategies; Managing merchandise department and web store processes; Creating visual assets for social & web; Copywriting for social, web & press.

Fluency

Sasaki Associates / Communications Manager

JUNE 2019 - FEB 2020

Drove company's public communications strategy by defining goals and timelines for all social media, email, & press initiatives; Managed two communications assistants as direct reports, as well as seasonal department interns; Assigned and managed day-to-day tasks alongside long term projects, gave performance feedback & ran instructional data analytics sessions for direct reports, managed team's time allocations.

Project & Data Management

Excel/Google Sheets

Airtable

Basecamp

Slack

Trello

Google Business Tools

Analytics

Search Console

Tag Manager

Adobe

Lightroom

Photoshop

Premiere

Web Services

MailChimp

Later

Hootsuite

Squarespace

Buffer

Point of Sale

Shopify

Square

Toast

Trillium Brewing Company / Content Designer

JUNE 2018 - JUNE 2019

Planned & executed all copywriting, photography & community management for company's social media; Managed & produced all photography & copywriting for website & webstore; Produced all copywriting & photography for email marketing campaigns.

Night Shift Brewing / Digital Marketing Manager

AUG 2016 - JUNE 2018 (Promoted from Social Media Coordinator in Sep 2017)

Collaborated with Marketing Director to manage the launch of new brands while defining long-term product strategy; Managed ad buys; Analyzed and reported on all digital marketing metrics; Produced all copywriting & community management for company entities on social media; Produced all copy writing for weekly public email newsletters.

Upstatement / Content Producer (Contract Role)

FEB 2016 - AUG 2016

Digitas / Content Strategist (Contract Role)

SEP 2015 - FEB 2016

