

# GIANCARLO PITOCO

## ADDRESS

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## PROFILE

Passionate about the intersection of creativity, technology and human experience.

## EXPERIENCE

### **Director of Strategy, MR YOUTH** New York, NY 2010-Present

Driving client marketing strategy in the areas of social media, interactive, word of mouth, and experiential marketing. Managing strategy group and building out agency capabilities.

- Working closely with strategists to develop skillets and harness individual talents.
- Working with executive team to develop and maintaining future roadmap to:
  - Infuse technological advancements into client/agency strategy,
  - Stay on top of consumer behaviors and profiles,
  - Evolve agency marketing analytics practice.
- Infusing latest industry/technological developments and learnings across all agency teams.
- Shepherding strategy team's understanding of new media channels as social media evolves.
- Forging strong ties between agency teams to leverage collective knowledge sets into more powerful solutions.

### **Senior Strategist, MR YOUTH** New York, NY 2009-2010

Drove marketing strategy (social media, interactive, WOM, and experiential) for all new and existing clients, including MSN, Bing, Xbox, Kiehl's, L'Oreal, Nike, Purina, Clorox, Crayola, Chase and others.

- Harnessed insights to develop actionable strategic roll-out plans
- Worked closely with creative team to shepherd ideas into actionable, strategic solutions
- Provided thought leadership that enabled agency to grow its role with existing clients' business, opening up new strategic and creative opportunities for the agency.
- Strategic approaches to new business pitches helped generate new capabilities & revenue streams for the agency.
- Evolved agency's strategic approach to social media and its role in marketing, infusing latest platform updates into agency POVs and client work.
- Played key role on agency new business pitch team.
- Used storying telling skills to build presentations that educated clients and fostered discussion
- Authored original thought pieces for agency blog and third party publications

### **Interactive Program Manager, Ogilvy** New York, NY 2009

Led strategic efforts in social media, interactive, & online video distribution for Motorola and FM Global client.

- Guided creation of Motorola Rival Facebook application
- Guided user experience and roll-out strategy for FM Global website
- Aided in development international WAP site across multiple mobile platforms

Key player in Ogilvy Interactive Video Practice across IBM, Purina, & Post Cereals clients.

- Educated clients in online video distribution best practices to maximize impressions and organic search results.
- Developed tactics that created brand impressions from non-branded search results & galleries.
- Built out metadata and content strategies to achieve optimized organic search results
- Managed distribution of branded content to online video platforms, social networks, and blogs.
- Created educational content and video for rollout to client marketing teams.

### **Social Media Strategist / Program Manager, Ogilvy** New York, NY 2008-2009

- Led Six Flags social media strategy and tactical planning for Twitter, Facebook, and YouTube.
- Key player in creation of new business function at Six Flags and incremental agency revenue.
- Developed social media messaging and content strategy, frequency, and response scenarios which contributed to 5-fold increase in Facebook fan engagement levels over two month period.
- Assisted in creation of product launch marketing framework for new theme park rides.
- Wrote creative briefs and led briefings for various digital campaign initiatives.
- Trained client in social media best practices and Radian6 measurement/analytics.
- Provided strategic support to email marketing program for six theme parks.

### **Senior Associate Program Manager, Ogilvy** New York, NY 2007-2008

- Established Six Flags presence on Facebook and grew fan base from zero to over 360,000 fans.
- Led digital boot camp sessions to educate client on digital marketing trends.
- Wrote creative briefs and led briefings for radio and OOH ads.
- Created tools to enhance team collaboration & production budget tracking for 12 theme parks

## EDUCATION

### **Pennsylvania State University, State College, PA 2007**

- Bachelor of Arts in Advertising with Minor in Information Sciences and Technology (IST)
- AAF Alpha Delta Sigma Honorary Society for scholastic achievement in advertising studies
- Independent Studies in Photojournalism