

Brian Altomare

E: baltomare@gmail.com • M: (954) 290-1204 • New York City
www.linkedin.com/in/brianaltomare

BUSINESS DEVELOPMENT + RELATIONSHIP MANAGEMENT

I'm a serial entrepreneur and small business owner that hold passion and perseverance above all else. Over the past 10 years I've developed multiple start-ups with dedicated and brilliant partners and brought them to market. Over the past 3 years I have transitioned and turned my focus to working for innovative brands, products, and services.

Specialties + Skills Include: operational management, business development, relationship management, account management, project management, digital marketing tools and execution, hospitality + travel relationship building, social media, logistics, disrupt branding, public relations, on air TV and radio personality, communications, content creation, proficient in Adobe Photoshop, basic Illustrator and Excel skills, and basic skills involving HTML, CSS, PHP, MYSQL database management.

PROFESSIONAL EXPERIENCE

Digiday • New York, NY • May, 2017– Present

Modern Media Publisher and Events Company

Client Engagement Manager

Manage existing and new client relationships - \$1 million + in revenue

- Provide existing clients strategic marketing plans on our platform
- Hunt and find new business
- Client support that works across company departments; events, custom content, editorial, marketing.
- Report directly to CEO, CRO, SVP

Ajax Union Marketing • Brooklyn, NY • March, 2017– Present

B2B digital marketing agency focused on ROI + cutting edge technology

Freelance: Relationship Manager

Manage existing client relationships - \$1.8 + million in revenue

- Provide existing clients with innovative technology offerings to increase their ROI
- Direct point of contact for new + existing clients
- Client support for Ajax's product + strategy teams
- Report directly to CEO, COO, and President

Delivery.com • New York, NY • April, 2015 – July, 2016

Online ordering and delivery platform + marketplace for food, liquor, groceries, and laundry.

Senior Manager, Business Development – Platform

- Manage the API and Platform partnership channel for the company.
- In one year I have built a book of over 400 active prospects varying from traffic publishers, on demand platforms and services, food, alcohol, hospitality, travel, and entertainment companies.
- Co-manage the BD side of our last mile provider program with partners like UberRush and on demand couriers around the US to pickup and deliver for our merchants.
- Report directly to the CEO and management to assess each partnership opportunity and forecast their potential for ROI + halo effect.

- Actively manage 100 + API developers that tap our open API to create unique apps that are powered off our platform + marketplace.
- Exponentially grown active API app partners and orders to well over 1000 %.
- Find and foster co-marketing opportunities for the marketing team to present to our loyal users.

MadTravelers.com • New York, NY • 2009 - 2014

MadTravelers is a boutique logistics firm specializing in personal property management solutions through 3 consumer facing brands; lugless.com, boxmydorm.com, ship2school.com.

Managing Director + Co-Founder

Launched business in 2009, targeting a niche market of consumers looking for an easier and faster way to ship and store their belongings throughout the year. In 2010, we acquired BoxMyDorm.com and its logistics infrastructure. In 2012, revenues exceeded 500,000 USD. In 2013, I represented the company and appeared on ABC's Shark Tank to promote our LugLess.com business. Recently, we sold our LugLess and Ship2School assets to Luggage Forward (<http://prn.to/12Y8Q7G>).

- Increased overall profit margins from 33 percent to over 50 percent.
- Exposed LugLess.com to over 14 million travelers.
- Grew from 0 to 6,000 customers in the first three years
- Featured on ABC's "Shark Tank" TV Series for entrepreneurs
- Listed as one of Entrepreneur Magazine's 100 Brilliant Companies for 2014

Civic Entertainment Group • New York, NY • 2013

Social Media + Logistics Coordinator Consultant

- *March, 2013: NBC News Education Nation Tour (Detroit, New Orleans, Phoenix): Managed the Education Nation tour bus and charity book drive for its 6 week journey.*
- *September, 2013: NBC News Education Nation 'Innovation Challenge': Logistics manager - executing 5 challenges around NYC for 3 EdTech start-ups competing for prize from The Robin Hood Foundation.*

Country Projects Initiative • Poconos – Pennsylvania • 2007-2009

Startup "hiatus", mostly working on projects outside the digital/tech industries.

MadPackers, Inc • New York, NY • 2005-2007

Founder & President

After my first startup, E-Magine Networks, I created MadPackers. It was the first-ever national shipping and storage company for college students to move in and out of school across the country.

- Entrepreneur Magazine feature: <http://entm.ag/1AyOGgQ>
- With my team I created a "box kit" model that simplified the shipping method, service cost, and marketing capabilities across the country. I branded the company and positioned it to be the FedEx of its industry.

E-Magine Networks, Inc • Fort Lauderdale, FL • 2004-2005

Co-Founder

Internet marketing start-up. Great learning experience. We built sales to over \$600,000 in our first 8 months.

- We created and managed Google AdWords campaigns and built websites for lawyers nationwide.

Caledonian School • Prague, Czech Republic • 2003-2004

Tefl Teacher

After college, I went to Prague to get my TEFL certificate. Once I obtained my teaching certificate, I taught as a teacher in Prague for 6 months. It was a very fun experience trying to take my 20 + years of native English speaking and utilize the teaching skills I learned at the school to help Czech students learn the nuances of the English language.

ABC News Operations • New York, NY • 2000-2001

Intern

During my sophomore and junior year of college I was an intern for the ABC News Operations department in New York City. I attribute a lot of my passion for PR, marketing, and on-air appearances from this amazing experience.

EDUCATION

Binghamton University • B.A in English Literature • May 2003

For a more detailed resume and reference list – please visit my LinkedIn profile or career website.
<https://www.linkedin.com/in/brianaltomare> or <http://www.brianaltomare.com>