

Jon Latessa

CONTACT

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EXPERIENCE

Wilson Farm

Promotions & Marketing Manager

Lexington, MA · July 2017 – Present

- Maintaining, organizing and improving upon present marketing initiatives while managing a creative team of three
- Producing creative content that is used in various marketing initiatives (direct mailings, e-mail campaigns, website promos, social media promos, and partnership marketing)
- Creating new events which promote Wilson Farm, agriculture, individual departments, and product lines
- Continually growing social media platforms that engage with customers and increase customer count and store sales

SP+

Marketing Manager

Boston, MA · February 2017 – July 2017

- Worked closely with Marketing Manager team to develop innovative marketing strategies to acquire new business
- Conducted market research that captured data on target demographics, competitor initiatives, and industry trends
- Generated monthly marketing activity reports, charts, and statistical data

Coastal Windows & Exteriors

Marketing Manager

Beverly, MA · May 2016 – February 2017

- Developed and executed marketing plan that built meaningful relationships with vendors and customers
- Designed style guide for branding purposes

Whole Foods Market

Marketing Team Leader

September 2013 – September 2015

- Managed internal communications (print, digital and signage) related to store programs, promotions, brand messaging and standards for Whole Food Market locations across the state of Massachusetts
- Coordinated win/win partnership with Boston Calling Music Festival that draws in 55,000+ attendees over three days by working closely with suppliers to build a \$35,000 partnership
- Managed community relations and facilitated donation and sponsor requests
- Continuously analyzed effectiveness of targeted marketing objectives in relation to store sales and customer count
- Hosted trainings for social media best practices for Marketing Team Leaders in North Atlantic region
- Managed a creative team of five

Store Graphic Artist

November 2009 – September 2013

- Created strong messaging that informed shoppers about Whole Foods Market's quality standards, differentiators, and promotions.
- Built cohesive creative looks for stores based on the community the store was located in

COMPUTER SKILLS

Adobe Photoshop
Adobe Illustrator
Adobe Indesign
Microsoft Word
Microsoft Excel
Google Docs

PROFESSIONAL SKILLS

Event Planning
Brand Development
Public Relations
Community Outreach
Social Media
Team Building
Quick Turnaround

PERSONAL INTERESTS

Travel
All Things Food
Strong Coffee
Photography
Film
Live Music
Mixing The Perfect Cocktail
New Restaurants