

Peter M. Gariepy

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Online Business Development Specialist

Marketing ▪ Retention ▪ Ecommerce

Highly accomplished, customer-focused online business development professional with 20+ years of experience managing traditional, direct, and Internet marketing campaigns.

Superior ability to identify and reach new markets through aggressive marketing tactics, team building, creative initiatives, and exceptional customer service.

All-encompassing experience with online marketing including SEO, PPC, social media, email and affiliate marketing.

Tech-savvy with Ecommerce Applications, Analytics, MS Office Suite, and Adobe Creative Suite.

Career Progression

Direct Marketing Manager, COOPERS DIY, dba **MrBeer.Com**, Tucson, AZ ▪ 2003—2015

International manufacturer of home brewing systems.

Manage all aspects of B2C and B2B marketing including website, search engine optimization, PPC, email, social media, customer service, and affiliate marketing (20,000± affiliates).

Supervise in-house team of 6 customer service representatives, marketing team of 2 professionals, and a 3rd party creative group. Manage VAR that provides all IT and ecommerce tools.

Maintain awareness of customer needs and manage product development accordingly with strong knowledge of reporting systems and analytics tools.

Highlights:

- Increased B2C sales 500% by improving the customer website experience that boosted the conversion ration 200%.
- Increased traffic 4x through online marketing initiatives including SEO, Social Media, PPC, Affiliate, Email Marketing and Amazon Store.
- Managed all aspects of their e-commerce solutions including CRM, CMS, and integration with internal accounting and 3rd party 3PLs and Amazon.

Founder / President, ARTTODAY, INC., Tucson, AZ ▪ 1996—2003

Global online reseller of visual content.

Transitioned Zedcor, Inc. (below) into innovative new company ArtToday, a world leader in marketing and delivering clipart and stock photography to consumers and graphics artists via the internet. Launched Photos.com, Clipart.com, Animations.com, Graphics.com, and Flashcompenents.com.

Managed business development, content acquisition, finance, marketing, sales, product development, and HR. Full accountability for budget, sales forecasting, and P&L. Organized and supervised team of 30 associates in diverse positions including technical, product development, marketing, and administration.

Highlights:

- Drove annual sales from zero at launch to \$17M in 7 years.
- Created traditional, direct, and online marketing campaigns that attracted 4 million prospects per month.
- Earned annual customer retention that exceeded 50% through aggressive email marketing and customer loyalty programs.
- Managed business-to-business relationships with hundreds of content providers to increase overall inventory to over 15,000,000 images, photos, fonts, sounds and videos. Involved in the acquisition of over 30 content companies.
- Sold company to Jupiter Media in 2003; subsequently sold to Getty Images in 2008.

President, ZEDCOR, INC., Tucson, AZ ▪ 1988—1996

Led creation of innovative new software and CDROM-based products. Managed sales and marketing including pioneering of direct marketing campaigns.