

Contact

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Top Skills

Marketing
Social Media Marketing
Marketing Strategy

Certifications

Hubspot Digital Marketing
Inbound Marketing
Hubspot Inbound Marketing

Education

St. Petersburg College

Finance, General · 2008

Business Administration and
Management, General - 2006

OHS
dipolma, General · 1999 - 2002

Dustin Lestoric

Ask me how I help business leaders transform the way they go to market through their digital marketing campaigns.

Summary

Seasoned marketing professional with a focus in cybersecurity and technology.

Experience

Reel Axis, Inc.
Campaign Manager
September 2021 - February 2022
United States

As a digital campaign manager, my job duties include designing campaign brand materials, overseeing ongoing digital campaign operations, and creating an environment that drives new marketing leads for the agency clients.

My goal is to promote a company's products or services and create brand awareness.

Responsibilities

- Manage and maintain relationships with all digital marketing clients as well as the digital marketing team
- Create competitive analyses, proposals, set deliverables, and ensure execution for each client (SEO, PPC, Display, and Social Media Management)
- Create digital marketing plans for each client based on budgetary requirements, target demographic, and service or good being sold
- Research, implement, and gain client approval for keyword groups, ad groups, display ads, based on budget and industry best practices.
- Ensure the optimization of PPC campaigns to improve ROI through accurate analytical reporting and lead based results
- Track the SEO team's website management and organic search result ranking/lead generation reporting
- Hold client meetings to review reporting and discuss high level strategic campaign decisions.
- Project management for web development, web maintenance, application development, and application management services

Abacode Cybersecurity & Compliance
Digital Marketing Program Manager
December 2019 - October 2021 (1 year 11 months)
Tampa/St. Petersburg, Florida Area

I built an effective brand presence on social media – Facebook, LinkedIn, Twitter and IG and developed content and campaigns in close partnership with key stakeholders.

Responsibilities:

- Enhanced and maximized search results by using choice of refined keywords in campaigns.
- Educated and persuaded target audiences through thoughtful and engaging content while being in line with brand messaging, value proposition, mission, and overall marketing strategy.
- Planned and delivered training on SF CRM and CMS marketing strategy.
- Improved audience engagement by creating customized newsletter/product email templates targeted at specific events and products.
- Built and maintained up to date and clean CRM systems and database lists by introducing and implementing unsubscribe email feature in the email campaigns.
- Contributed to meetings, representing the Marketing team, providing updates and driving action items to closure.
- Actively supported all aspects of on-site events, tradeshow booths, and in-house collateral inventory.
- Implemented Salesforce structure to track new sales and existing client opportunities pipeline
- Creating custom Salesforce reports to track internal usage from the sales and relationship management team, opportunity pipeline reports and forecasting.
- Manage lead distribution for the sales team within Salesforce
- Create custom HTML email templates for company use
- Manage company newsletter disseminated via Salesforce
- Internal Marketing Management/Lead Generation
- Create email marketing campaigns through Pardot and multiple list sources to gain warm leads for the sales team
- Manage internal lead generation
- Create and provide collateral materials geared toward each industry vertical for the sales team (Custom HTML email templates, pamphlets, infographics, white papers, presentations, etc.

Technologies Managed:

Salesforce Admin

LinkedIn Sales Navigator

Microsoft Office

Pardot Admin

Fanbooster Admin

Wordpress

Drift Admin

VisionOne Marketing Agency

Director Of Operations

April 2016 - December 2019 (3 years 9 months)

Tampa Bay

At VisionOne, we provide intelligent marketing through social media, search optimization, website services, and high-performing campaigns to convert your leads into paying customers. We partner with CEOs, executives and solopreneurs to grow their personal and professional brands in the digital space. Our goal is to deliver unequalled client service, while also giving back to the community.

1 800 Accountant

Sales Development Manager

June 2018 - May 2019 (1 year)

Tampa/St. Petersburg, Florida Area

As Manager of Sales Development I supported our sales organization by recruiting, managing and training our Sales Development team members and partnering closely with Sales & Marketing Management to ensure adequate pipeline generation.

I was responsible for management, development and execution of strategic tactics for inbound business development. As a key member of the sales leadership team I helped to shape the development of the SDR program, by leading the front line Sales Development team ensuring inbound activity targets are meeting requirements, resulting in new demand generated on a daily, weekly and monthly basis.

Technologies Managed:

Salesforce

LinkedIn Sales Navigator

Microsoft Office

Transamerica Retirement Solutions
Transamerica Retirement Counselor
2013 - 2016 (3 years)
Clearwater, Florida

As a retirement counselor I was tasked with providing confidential retirement counseling to active, inactive, disabled, and retired members, assisting them with benefits computations and information relating to retirement benefits, benefit payments, and the tax-ability of retirement income and retiree health benefits.

As a pension/defined benefit retirement counselor I was also responsible for meeting with employees of the state to help them to understand the retirement benefits which are available to them through their employer. Also interpret and communicate retirement rules, procedures, and requirements to members; calculated estimates of benefits based on reviews of personnel records, service credits, and salary data; research and analyze personnel data to provide information to and build relationships with prospects; and help retirees to find the right path for their lifestyles.

Public Power, LLC
Director of Sales, Service & Retention
January 2009 - August 2013 (4 years 8 months)

Established and Managed contact center operations for corporate office located in St. Petersburg, FL. Comprised of an inbound customer service and outbound retention team in the retail energy supply industry, serving a customer base exceeding 200,000 consumers in numerous states and service territories processing 1.5+ million calls per year. Direct reports included two (2) Operation Managers, five (5) Supervisors and a staff of over 200 employees.

- Managed all HR, recruiting, administrative and operational functions of the call center
- Created a reference library of guidelines and training programs for call center staff, including the documentation for system processes
- Developed and implemented methods and procedures to allow for maximum effectiveness of customer retention abilities or “win-backs”

- Established and maintained procedures to monitor and enforce staff's compliance with company standards and regulatory requirements in several states
- Directly worked with and reported to executive-level management on a day-to-day basis in order to assist and facilitate the expansion of the company's call center during its increase in customer base from 30,000 to over 200,000.

Alliance/Impulse Marketing

Director Of Sales, Marketing

March 2005 - October 2010 (5 years 8 months)

Tampa/St. Petersburg, Florida Area

Directed an outbound call center in the direct to consumer sales/marketing industry.

- Managed all HR, recruiting, administrative and operational functions of the call center
- Created a reference library of guidelines and training programs for call center staff, including the documentation for system processes
- Developed and implemented methods and procedures to allow for maximum effectiveness of sales pitch
- Established and maintained procedures to monitor and enforce staff's compliance with company standards and regulatory requirements.
- Directly worked with executive-level management on a day-to-day basis in order to assist and facilitate the expansion of the company's call center during its increase in sales agents from 20 to over 400.
