

SENIOR LEADER, DIGITAL*Drives business growth and expansion through full-service digital and social media strategies*

Award Winning Digital Marketing Leader with a solid history driving business process optimization, data management initiatives, lead generation, brand awareness and social engagement for large, global organizations and non-profits. Proactively seeks out partnerships and leverages digital and data-driven solutions to align business goals and seize revenue-generating opportunities.

Evaluates complex roadblocks and devises, creative, non-traditional solutions to advance business goals and objectives, while managing costs and ROI. Manages multi-million marketing budgets and identifies opportunities for cost controls while still achieving top performance from marketing campaigns. Leverages expertise in data management, data compliance, analytics, automation and artificial intelligence applications to determine market trends and innovate integrated marketing campaigns to reach target markets.

Strong communicator with language fluencies in Greek (fluent) and Spanish (basic).

“Dionisios “Dio” Favatas lives at the intersection of “visionary” and “vision executioner”. Dio has an incomparable knowledge of the end-to-end digital and traditional ecosystem, surpassing the most savvy and seasoned career marketers. This astute understanding allows Dio to constantly push the envelope of transformative and organizational defining marketing initiatives that leverage innovative technology and data driven digital marketing best practices.” –

C. Alfieri, Sr. Account Executive Analytics Cloud at Adobe

CORE COMPETENCIES

- Data Management
- DMP / CDP / DSP
- Email Marketing Initiatives
- Business Processes
- Mobile Marketing
- Big Data Analytics
- Artificial Intelligence (AI)
- ROAS / ROI
- Paid Media
- Partnership Development
- Lead & Demand Generation
- P&L Optimization
- Team Leadership
- Programmatic Advertising
- Data Decisioning

PROFESSIONAL EXPERIENCE

2015 - Present: TRUTH INITIATIVE | WASHINGTON, D.C. – **MANAGING DIRECTOR, DIGITAL**

Recruited to drive strategy development and execution for the country’s leading youth and young adult health initiative, truth® campaign, which was created to prevent the use of tobacco and opiates. Work across the organization and with external stakeholders to establish a digital vision to promote long-term, enduring relationships with teens and young adults through multi-channels campaigns.

- Developed truth campaign’s adtech and martech ecosystem built on Adobe Audience Manager, Adobe Analytics and Adobe Target, Liveramp, and Acxiom datasets.
- Constructed truth campaign’s personalization, automation and AI marketing programs while creating compliance approach to GDPR and CCPA.
- Increased data capture rate 1080% annually YoY by building an organization to promote national messaging, driving demand and passion for a life-saving movement.
- Improved media efficiency and reinvested overstated TV ad dollars for optimizations in marketing / advertising expenditures of \$14M.
- Managed a comprehensive eight figure marketing budget and built a 10-person team of marketing, automation and data analytics specialists charged with driving strategies across digital operations.

Increased ROI across an 8-figure digital media portfolio 20% and increased inbound capture rate 1020% by developing and implementing data management processes and the business intelligence suite.

2014 - 2015: INTELSAT S.A. | MCLEAN, VA – **PRINCIPAL, INTERACTIVE MARKETING**

Directed and oversaw digital interactive marketing for the world's leading telecom provider and manager of satellites that delivers connectivity to 90% of the world's population. Developed and executed automation and personalization strategies to bring connectivity into the 21st century using a service-based model. Boosted revenue growth pipelines and developed high-impact digital programs in collaboration with cross-functional teams.

- Spearheaded the rollout of mobile optimized email campaigns and increased click through rates and response rates 4x over from global email marketing initiatives. Efforts resulted in a 4% increase in ROI for capacity sales and event registration.
- Leveraged automation, data and technology to build a services organization and problem-solving ability that provided services to businesses across multiple industries.
- Increased online lead capture rates 15% by leveraging Salesforce CRM and Pardot CRM marketing automation, as well as DoubleClick and Google Analytics to promote engaging content and fostering website conversions.
- Maintained security clearance with the International Traffic in Arms Regulations to enable business transactions in a highly regulated space program.

2013: NEW DAY FINANCIAL. | COLUMBIA, MD – **DIRECTOR, INTERACTIVE AND SOCIAL MEDIA**

Brought onboard to innovate and implement digital, social media and advertising strategies to drive lead capture rates and lead optimization. Created interactive marketing channels that improved brand identity in online spaces and launched progressive digital programs to boost revenue growth during economic downturn in the financial services industry.

- Instrumental in the launch of NewDay Financial and Chrysalis Holdings rebranding initiatives. Developed strategies that quadrupled leads and boosted inbound capture rates by 15%. Developed a digital strategy and partnered with the CEO to conduct industry research and competitive analysis.

2010 - 2012: CLS STRATEGIES – AN OMNICOM COMPANY | WASHINGTON, D.C. – **MANAGING DIRECTOR, DIGITAL MEDIA**

Pioneered the first-ever formal digital practice to increase revenue through non-traditional communications and media opportunities. Recruited and built a dynamic digital team and created and enforced a roadmap to meet revenue generation goals.

- Built and managed the digital media practice including a \$1M pipeline within three years. Identified key organizations across all industries that needed digital services for branding, international relations and risk management. Created Tier 1, Tier 2 and Tier 3 target companies for digital and integrated communication services.

2009 - 2010: STRAYER UNIVERSITY | HERNDON, VA – **INTERACTIVE MARKETING MANAGER**

Revamped digital advertising and marketing communications programs and built a team of SME's as well as specialists in digital, search and social media planning and buying.

- Managed an eight-figure media budget and reduced media waste 25% by revamping the digital marketing structure. Drove record-breaking EPS growth for four straight quarters.

2004 - 2007: TMP WORLDWIDE | MCLEAN, VA – **DIRECTOR OF STRATEGIC PARTNERSHIPS/SENIOR INTERACTIVE STRATEGIST**

Conceptualized, developed and implemented digital products and product integration points with third party vendors. Sought and built financial relationships with key organizations including national and global influencers such as LinkedIn, Indeed, ADP, and SAP.

- Achieved sole source contract with ADP to be the exclusive provider of Job VIPER and a reciprocal revenue-share agreement on digital services. Secured numerous other high profile, lucrative engagements resulting in an overall increase in annual revenue of 10% of total company revenue.
- Landed a multi-year, million-dollar Agency of Record contract from NCIS by expanding existing account offerings and convincing client to rebrand all online properties under one umbrella.
- Positioned company as the digital advertising and communication leader after the technology bust and led digital media strategies for major clients such as T-Mobile USA, AOL, CIA, and the IRS.

EDUCATION AND TRAINING

CRANFIELD UNIVERSITY – **Master of Science, Strategic Marketing**

ROCHESTER INSTITUTE OF TECHNOLOGY – **Bachelor of Science, Business Administration (Concentrations in Business and Finance)**

Certifications and Training

GEORGETOWN UNIVERSITY – **Certificate, Artificial Intelligence Management**

ROCHESTER INSTITUTE OF TECHNOLOGY – **Certificate, Management Information Systems**

Dale Carnegie Sales Advantage

DDI Targeted Selection

LunaMetrics Google Analytics Certified

Corporate Executive Board Challenger Selling and Marketing Writing for Challenger Selling

AWARDS

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| <ul style="list-style-type: none">• Digiday OMMA Awards 2018 - Finalist Online Marketing, Activism/Public Service• Onalytica 2018 Top 15 Marketers in Business Intelligence• Shorty Awards - Best Of (2018) - Finalist in Humor• American Marketing Association (AMA) 4 under 40 Emerging Leaders (2017)• Forbes Nonprofit Council Sitting Member (2017) | <ul style="list-style-type: none">• Shorty Awards – Social Good (2017) - Finalist in NGO• DMNews (DMN) 40 under 40 (2016)• Digiday Video Awards 2017 - Best Live Moment• Onalytica 2016 Top 100 Digital Content Marketing Influencers (13th overall)• Digiday OMMA Awards 2016 - Finalist Interactive Creative• Market Research Society (MRS) Accredited Masters Prize - Best Master Dissertation - Global (2009) |
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Dio is an excellent manager and the knowledge he passes on as a digital specialist is invaluable. Since he started at CLS a year and half ago, the social media components of multiple client accounts have grown exponentially. He is always willing to educate individuals that are less experienced in the digital realm, and he is an extremely patient and knowledgeable teacher. It has been a pleasure working with him on my accounts, and I look forward to seeing what additional creativity, insightfulness, and brilliance he will bring to CLS.

K. Connors - Senior Account Supervisor at PAN Communications