

## **Peter C. Mazzocchi**

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### **Summary**

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I am an experienced public relations, outreach, marketing, and publications professional seeking a position where my creative drive, technical savvy, and positive interaction skills can be used to solve challenging problems in creative ways.

### **Work Experience**

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#### ***February 2010—Present***

##### ***Marketing Manager, Consulting, Canteros Creative Services***

*Marketing, promotion and graphic design*

- Created and implemented marketing campaigns for clients in multiple media, including web, email, print and social marketing tools. Produced proposals and responses to RFPs and RFQs. Clients included federal agencies and Washington DC area non-profits.

#### ***February 1995—April 2010***

##### ***Marketing & Media Services, AGNR, University of Maryland***

*Marketing, outreach and event coordination.*

- Developed marketing strategies, tripling our social networking audience in one year, introducing new media strategies, and integrating modern online methods with traditional methods.
- Planned outreach efforts at several yearly events, including presentations to state and federal legislators, university officials, and the public.
- Coordinated events with attendance ranging from 2,500 to 30,000 attendees. Increased attendance an average of 15% year to year due to aggressive promotional planning and marketing.

*Publication and graphic design.*

- Designed over 150 multimedia projects, including web animation and video, PDF conversions, and interactive art. Provided art and photo direction for original content in individual and team settings. Expert at translating complex scientific ideas into easily understood graphics.
- Led teams in designing over 500 projects ranging from single page fact sheets to 200+ page perfect bound manuals. Leadership duties included bidding, print buying, and budgeting for multiple concurrent projects.
- Collaborated with University programs dealing with federal agencies such as FDA and EPA on identity and marketing materials on joint programs.

- Created displays and posters for trade shows and recruitment fairs, ranging from tabletop displays to floor displays as large as 60' across.
- Expert in the use of Adobe Creative Suite and Microsoft Office Suite. Taught basic and advanced classes in most software packages.

*Distribution management.*

- Modernized the delivery system for AGNR/UME, decreasing costs by over 70%. Lead the physical distribution center, where employees performed fulfillment, billing, inventory, stock maintenance, modernization.

*Advisor.*

- Served as faculty advisor for the Alpha Zeta agricultural honor fraternity.

**January, 1993—January 1995**

*Freelance design.*

- Designed and published brochures, books, and newsletters, including major four-color publications and web page design. Scientific illustration for lab manuals and textbooks. Residential design for homes in the state of Maryland.

**August, 1993—June, 1994**

*Research and teaching assistant.*

- Researched data for Montgomery County Report on Agriculture, including background, data analysis, and display graphics.
- Design and layout for the Maryland State Department of Natural Resources' Reforestation Manual.
- Teaching assistant for Design Fundamentals and Graphic Communication.

**Education**

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- M.B.A., University of Maryland University College, anticipated March 2011
- B.L.A., University of Maryland, College Park, Maryland, 1994

**Awards and Honors**

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2010 Project Management Institute member  
2008 Agriculture and Natural Resources Student Council Outstanding Staff Member  
2000 USDA Best Forestry Publication—Outstanding Forestry Communications Award  
1995 Homeland Garden Club of Baltimore Award  
Alpha Zeta Agriculture Honor Fraternity, Alpha Zeta Student Council Representative  
UMCP American Society of Landscape Architects Student Chapter (founding member)