

Peter C. Mazzocchi

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Summary

I am an experienced public relations, outreach, marketing, and publications manager seeking a position where my unique mix of skills would allow me to find innovative solutions to problems and materially contribute to the success of my firm.

Work Experience

February 2010—Present

Marketing Manager, Consulting, Canteros Creative Services

Marketing, promotion and graphic design

- Developed and managed client relations with multiple organizations and individuals. Established and maintained client information databases.
- Managed client projects with budgets of up to six figures, including national ad campaigns (Smart Show) and international projects (GAQPs, GAPs).
- 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 (FDA, JIFSAN) and Washington DC area non-profits (Recycled Child Project, PGSPCA), as well as private companies.

February 1995—April 2010

Marketing & Media Services, AGNR, University of Maryland

Supervisory and management functions

- Led teams in designing over 500 projects ranging from single page fact sheets to 200+ page perfect bound manuals. Leadership duties included bidding, project management, print buying, and budgeting for multiple concurrent projects.
- Planned outreach efforts at several yearly events, including presentations to state and federal legislators, university officials, and the public. Managed client relations among university departments, vendors and outside groups and individuals.
- Managed budgets for programs and events, with budgets ranging from a small rotating mailing budget of \$5000 to large national ad budgets of over one hundred thousand. Worked with committees managing multi-million dollar budgets.
- Managed the physical distribution center, where employees performed fulfillment, billing, inventory, and stock maintenance. Modernized the delivery system for AGNR/UME, decreasing costs by over 70%.
- Served as faculty advisor for the Alpha Zeta agricultural honor fraternity. Coordinated and led meetings. Arranged speaking events, fundraisers, and membership drives. Mentored students and alumni.

Events, publications, graphic design, marketing.

- 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.

- 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.
- Developed marketing strategies, tripling our social networking audience in one year, introducing new media strategies, and integrating modern online methods with traditional methods.
- 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.

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.

Education

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

Skills

- Expert/trainer with Adobe Creative Site—Photoshop, Illustrator, InDesign, Dreamweaver; Expert in MS Office—Word, Excel, Power Point; Skilled in Access databases, and Project PM software, Final Cut Studio, Sound Designer, and more.
- Experienced with budgeting and forecasting financial software (Intuit, Centage, etc), as well as spreadsheet and database budgeting and planning.
- Skilled in HTML, Java, Flash; some SQL.
- Expert in computer maintenance (Mac, Windows, some Linux); Very experienced in the use of printers, plotters, cutters, laminators, Fiery and Harlequin RIPs, Linotronic Imagesetters and film developers, more.

Awards and Honors

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)