

# ANTHONY GARGANO

**Marketing & Communications | Digital Campaigns | Content Creation | Brand Development | Social Media**  
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## SUMMARY

Marketing and growth leader with 20+ years of experience building brands and driving measurable results through integrated digital campaigns and hands-on content production. Began career in broadcast television planning, filming, and editing short and long-form programming before evolving into marketing leadership roles focused on lead generation, paid media, and scalable growth systems.

## CORE COMPETENCIES

Digital Marketing Strategy • Lead Generation • Funnel Optimization • PPC & Paid Campaigns • Website Strategy & Conversion • Search Optimization (SEO, GEO, AEO) • Systems Marketing Analytics & ROI Reporting • Social Media & Content Production • Google Ads & Meta Ads • Email Marketing & Automation • Vendor and Agency Management • Brand Development & Positioning • Cross-Functional Leadership • Video Editing • End-to-End Ownership • Audio Design • Motion Graphics • 2D/3D Animation • AI Integration

## MARKETING EXPERIENCE

### **Viacom Velocity / Marketing Partner Solutions — Senior Producer / Marketing Content Lead**

2014 – 2018 | Hybrid

Served as a senior communications lead within Viacom/Paramount's in-house creative agency supporting both internal and national brand partner's public-facing campaigns.

- Directed B2B and B2C marketing communications strategy for Fortune 500 partnerships.
- Led communications strategy for large-scale experiential initiatives including Michelle Obama's National College Signing Day and national brand activations for Coca-Cola, Hershey's and L'Oréal, integrating live programming with digital amplification and audience engagement campaigns.
- Collaborated with executive leadership to translate strategic objectives into culturally resonant narratives.
- Partnered with strategy, creative, production, and leadership to align messaging with business priorities.
- Developed executive presentations, marketing collateral, and thought leadership materials supporting business development and brand positioning.
- Managed timelines, approvals, and agency-style deliverables across multi-million-dollar initiatives.

### **GoNoodle (Children's Educational Wellness Brand) — Lead Creative / Marketing & Content Creation**

2018 – 2024 | Remote

Led digital growth campaigns supporting a platform serving 37M+ monthly users. Oversaw content strategy, paid and organic social initiatives, cross-channel campaign execution aligned with user acquisition and retention goals.

- Created mindfulness-based content initiatives supporting kinesthetic learning, emotional regulation, DEIB frameworks, resilience, and classroom well-being.
- Developed and executed multi-channel marketing communications aligned with mission, growth strategy, and audience engagement goals.
- Partnered cross-functionally across marketing, partnerships, product, and executive leadership to ensure clarity and integrity of voice across web, social, email, blog, and experiential platforms.
- Oversaw growth initiatives through coordinated campaigns across fully integrated collateral ecosystems.
- Led communications strategy for live events and experiential activations, ensuring alignment between in-person programming, digital growth campaigns, and partner initiatives.

## **EXPECT Fitness — Marketing Strategy / Content Post-Production**

2021 – 2025 | Remote

Instrumental in building and launching a venture-backed digital health platform from inception through accelerator selection. Led brand development, content strategy, website architecture, and marketing asset production supporting investor fundraising, user acquisition, and app launch.

- Led strategic marketing communications and brand positioning initiatives to clarify mission, strengthen public narrative, and expand audience engagement.
- Designed and implemented integrated marketing strategy across website, blog, digital collateral, email campaigns, and educational materials.
- Post-Produced and Edited 600+ pieces of long-form educational and promotional content.
- Optimized website user journeys, landing pages, and conversion pathways to support user acquisition and product adoption.
- Partnered with leadership to clarify positioning, audience segmentation, and growth strategy.

## **PRODUCTION EXPERIENCE**

### **Vincimus Incorporated — Creative Director / Owner**

2000 – Present | Hybrid

Independent production lead delivering broadcast and digital content for major networks and branded platforms.

- Wrote, produced, shot, and edited long-form and short-form programming including pilots, episodic series, reality television, documentaries, news segments, sports coverage, and concert productions.
- Delivered content for networks and platforms including MTV, VH1, MSG, AMC, ABC, NBC, PBS, HBO, Vice TV, TLC, ESPN, Paramount, and others.
- Led full production lifecycle from concept development through post-production, including scripting, field production, lighting, audio capture, editing, motion graphics, and final broadcast delivery.
- Managed post-production workflows, streamlined pipelines, and collaborated with network executives, showrunners, and cross-functional teams in high-volume, deadline-driven environments..
- Directed IP development and proof-of-concept pilots, shaping story structure, casting, visual identity, and pitch materials in collaboration with production companies and distributors.

### **Selected Highlights**

Lead Editor: Pitino: Red Storm Rising (Vice TV) • Total Request Live (MTV) • Say Yes to the Dress (TLC) ABC News (ABC) • Love and Hip Hop (VH1) Entertainment Weekly's 5 rounds with... (HBO)

Camera: ESPN Golf • NASCAR • LPGA • DJ SKEE: *Ignited* • The Warped Tour • Loaded: Crue Fest 2 NBA All-Star Weekend • NY Rangers Open House • The Road to MSG • Virgin Music's V-Fest

Producer: Howard Stern On-Demand • Buffalo Wild Wings: *Guide to Tailgating* • The Real World You Never Saw • Facebook's *Nepal: Thank You* Documentary • NFL: Play 60 • Z100's Jingle Ball

## **TECHNICAL PROFICIENCIES**

Google Ads & PPC Campaign Management • Meta Ads • Paid Social Strategy • SEO & Local Search Optimization • Google Local Services • Google Analytics & Conversion Tracking • Lead Funnel Optimization • WordPress & CMS Website Management • Email Marketing (Mailchimp, HubSpot) • CRM Systems (Salesforce) • Marketing Automation • Campaign Performance Reporting & ROI Analysis • A/B Testing • Social Media Management & Content Scheduling • Adobe Creative Suite (Premiere Pro, After Effects, Photoshop, Illustrator) • Video Production & Editing • Microsoft Office & Google Workspace • Project Management Tools

## **EDUCATION**

**B.A. Mass Communication, Magna Cum Laude** — Shenandoah University

Double Minor: History & Religious Studies • 6x Dean's List • All-Dixie Conference Lacrosse Team