



ANTHONY GERARD FOTI

CONTACT

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PROFESSIONAL SUMMARY

Expert sales and marketing professional, offering strong technical expertise and industry knowledge. Ability to drive sales by connecting quickly with customers and continuously supporting team operations. Proven willingness to take on any task to help business succeed. Successful leader and manager equipped with skills to handle high-level responsibilities.

EDUCATION

RUTGERS UNIVERSITY

Major: Communications with
Specialization in Strategic
Communication and Public Relations
Minor: Music

SKILLS

- Proficient with Microsoft Office and Apple iWork, Adobe Suite
- Certified in Google Analytics
- Wix Website Professional
- Prioritizing Workloads
- Media Strategy
- Production/Logistics Coordination
- Equipment Troubleshooting
- Performs well during high-pressure situations

EXPERIENCE

CGS BRANDING

(SEPTEMBER 2016-PRESENT)

SALES & MARKETING / PRODUCTION & LOGISTICS COORDINATOR

- Developed industry and customer specific solutions for Fortune 500 clients based on technical expertise and product knowledge.
- Increased revenue substantially during global pandemic through adapting to new industry changes.
- Created a new custom website, using self-taught coding experience, complete with front-end order-tracking functionalities for consumers and order-management portal for business administration.
- Improved advertising and promotional plans with clearly organized and executed marketing strategies, such as detailed market research reports and engaging email marketing campaigns.
- Captured new customers using creative and fresh approaches to new product ideas and creation of different products catering towards different markets and their needs.
- Helped team handle high-volume work by prioritizing tasks and designating work loads
- Collaborated with distributors to meet demands and handle challenging projects

A WORK OF HEART PRODUCTIONS

(OCTOBER 2016-PRESENT)

HEAD OF MARKETING & ADVERTISING / PRODUCTION STAGE MANAGER

- Covered production demands with well-coordinated schedules and production-work assignments
- Addressed equipment utilization and maintenance needs in collaboration with equipment vendors and technical directors.
- Assisted in producing and marketing over 15 Off-Broadway productions at well-known venues including 54 Below/Triad Theatre in New York City.
- Strategized plans to increase ticket/advertising revenue and build community engagement with new artist residency in Madison, NJ.
- Built and managed company website: www.workofheartproductions.com

RUFFALO NOEL LEVITZ

(AUGUST 2018-APRIL 2019)

NONPROFIT REPRESENTATIVE

- Cold-called with members of the Rutgers University community with the goal of increasing donations for various funds on campus.
- Averaged a monthly donation rate of \$10,000, becoming a top-producing caller for the tele-fund.
- Mentored other callers in calling techniques and strategies to help increase donations across all team members.