


Tony Tsonis


MARKETING LEADER

CONTACT

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Orlando, FL, US 

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tonytsonis.com 

EDUCATION

Master of Science

Georgia Southern University
Statesboro, GA, US

Bachelor of Arts

University of Central Florida
Orlando, FL, US

QUALIFICATIONS

Marketing Strategy & Planning

Marketing Team Leadership

Media Planning and Buying

Content Strategy

Campaign Management

CRM Marketing

COMPUTER

Tableau, Google Analytics, Adobe

Salesforce

Sizmek, Doubleclick, TradeDesk

PROFESSIONAL PROFILE

- Over 14 years as a data-driven marketing leader at brands, agencies, and media companies
- Skilled at translating organizational objectives into actionable marketing strategies and tactics that exceed targets
- Fluent in all forms of digital marketing including programmatic, display, content, social, search, and video

WORK EXPERIENCE

SR MANAGER, CAMPAIGN STRATEGY – AMERICAS REGIONAL MARKETING

Hilton | Orlando, FL, US | 2016-2020

- Assessed the business potential of 30 key destination markets and developed a \$20,00,000 annual budget broken out by market
- Analyzed customer and competitive data and collaborated with field marketing teams to develop marketing briefs that grouped destinations into cohorts
- Marshaled the resources of Hilton's internal business partners, and external agencies to develop marketing strategies and tactical plans that addressed the unique business needs of each cohort, and each individual market
- Deployed omnichannel marketing campaigns that exceeded revenue targets by 300%
- Optimized campaign strategies and performance through cross-functional post-mortems, A/B tests, and marketing automation

MANAGER, DIGITAL ADVERTISING OPERATIONS

Spectrum Reach (fka Bright House Media Strategies)


Maitland, FL, US | 2014-2015

- Assessed Bright House Media Strategies digital advertising inventories, remnant monetization strategies, digital advertising fluency of account executives, and campaign reporting
- Researched, on-boarded, and piloted The Trade Desk (DSP) which added significant video/display inventory while lowering the cost of 3rd party inventory by 250%
- Optimized Bright House's remnant channel AdSense which yielded a 100% increase in revenues
- Conducted digital advertising product and sales training for legacy media account executives raising fluency 74% over baseline
- Developed and deployed campaign reporting templates that emphasized performance against advertiser objectives

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CERTIFICATES

STRATEGIC HOSPITALITY MARKETING

Cornell University
Ithaca, NY, US
2020

GOOGLE ANALYTICS

Google
Mountain View, CA, US
2016

WORK EXPERIENCE CONTINUED

MANAGER, DIGITAL MARKETING

Champs Sports | Bradenton, FL, US | 2013-2014

- Assessed the media preferences of Champs Sports target audience
- Developed content and campaign strategies that acquired over 1,000,000 followers across Champs Sports owned social media platforms
- Developed ground-breaking Holiday campaign with agency partners that empowered Champs Sports shoppers to dynamically build, and share digital and social media assets featuring their holiday wishlist – driving 14% YoY gains in holiday revenue
- Conceived, and project managed a web-based product launch finder for Champs Sports premier footwear releases

DIRECTOR, DIGITAL ADVERTISING

XOS Digital | Orlando, FL, US | 2010-2013

- Led sales enablement program that assisted in acquiring over \$6,000,000 for this start-up digital sports marketing agency
- Led campaign video series creative development, media planning, and campaign deployment for major clients including Marines, Universal, RAM, SunTrust, Florida Lottery, and Zaxby's
- Managed third-party media inventory partners
- Reported on and optimized digital advertising campaigns