

Ernie Dimeo

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PROFILE

An accomplished broad-based business professional with a proven track record of generating ideas and transforming them into profitable ventures to create additional revenue streams. Recognized management credentials encompassing the full-spectrum of skills including: Sales, Marketing, Project Management, and eCommerce advertising. An intense, passionate commitment to provide a meaningful contribution to an organization involved in the World of Golf.

Credentials and accomplishments include:

- # Innovative eCommerce technologies
- # Interactive, multimedia distance learning.
- # Program Management
- # Strategic Management
- #New markets and services
- #Project Management
- #Business and financial presentations
- #Profit/Loss responsibility

WORK EXPERIENCE

GOEARTH, LLC [POSTINGSFORPROFIT.com], Little Falls, NJ 2001 - Present
Managing Partner

Conceived and co-founded a self-funded and profitable media buying firm offering print/web advertising, search engine optimization and cross-market promotional systems.

- ❖# Identify interactive and traditional media publishers and negotiate contracts to provide clients with competitive advertising rates.
- ❖# To accommodate an overflow of business, developed relationships and negotiated revenue-sharing partnerships with compatible vendors creating win/win situations.
- ❖# Manage all interactive marketing services including web site design, advertising and media planning/placement.

E-SIM LTD [LIVEMANUALS.com], New York, NY 2000 - 2001
Business Development Manager

Recruited by international software innovator to manage Award-winning B2C consumer electronics portal featuring proprietary product simulation technology (RapidPLUS), product user manuals, customizable product portfolio and warranty tracking system.

- ❖# Profiled engagement opportunities, developed value statements, analyzed and qualified opportunities that positioned content offerings competitively in the marketplace.
- ❖# Developed new and lucrative revenue streams and channels for distribution by forging and negotiating strategic partnerships/alliances with complimentary service providers.
- ❖# Identified and recommended new e-commerce technologies in the areas of content management, traffic analysis, personalization and email marketing to creating an overall enhanced user experience resulting increased transactions.
- ❖# Executed diverse projects that involved balancing competing demands for project scope, time, cost, risk and quality required.
- ❖# Designed point-of-sale presentations and designed marketing collateral material for trade show distribution.

ABT CORPORATION [PM2GO.com], New York, NY

1999 - 2000

Director of Operations

Acquired by The Standish Group [standishgroup.com] August 2000. Recruited by multinational software company to lead a cross-functional team through a timely and successful prototyping, development, and launch of a B2B vertical portal offering project management professionals the benefits of on-demand, interactive, multimedia distance learning.

- ❖# Worked in partnership with executive leadership in the development of business and financial plans, marketing presentations and venture fund raising documents.
- ❖# Responsible for overall program management, including budgeting, financial account management, staff and vendor management, quantitative research and competitive market analysis.
- ❖# Collaborated with technical consultants to jointly develop business requirement analysis, design concepts and functional specification documents.
- ❖# Formulated comprehensive work plan that identified and tracked tasks and resources while establishing significant benchmarks used to ensure the overall timely completion of projects.
- ❖# Produced all marketing/sales collateral materials, including functional prototype, online marketing brochure and trade show premiums.
- ❖# Led the reorganization process during acquisition, including the transfer of mission critical information to acquiring company.

NEW YORK PRESS, INC. [NYPRESS.com], New York, NY

1996 - 1999

Account Manager

Responsible for lead generation, solicitation and negotiation of print advertising contracts for Manhattan's second largest free alternative weekly newspaper.

- ❖# Identified new markets through client and industry research, developed targeted and segmentation plans, created product offerings and integrated campaign solutions.
- ❖# Expanded revenue base by developing crossover campaigns for both the classified and retail sections of the publication.
- ❖# Consistently won sales department incentive contests for outstanding sales and revenue collections.

ARTS WEEKLY, INC. [THEAQUARIAN.com], Montclair, NJ

1990 - 1996

Group Sales Manager

Regional variety entertainment newspaper publisher with a market segmentation targeting: Baby Boomers, Generation X and Generation Y consumers.

- ❖# Promoted from Account Executive to Sales Manager to Group Sales Manager after two years.
- ❖# Hired, trained, and managed a regional sales force of eight account executives.
- ❖# Achieved the highest annual sales revenue (1994) for NYC territory in 30-year publishing history.

EDUCATION

American University, District of Columbia: BS, Audio Technology - 1985

AFFILIATIONS

USGA: Medal Club Member 2008