

Dave DiNuzzo

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Portfolio // <https://www.davedinuzzo.com/>

ABOUT ME

I'm a business-minded creative, positive leader and problem solver. I have applied my unique skill-set to solve complex challenges involved in building, growing and running businesses. My diverse background includes production, operations, strategy, marketing and sales for major brands including UPMC, Nestlé, Baskin-Robbins, Premier Nutrition, Bolthouse Farms, J.M. Smucker, Pinnacle Foods and GNC.

EXPERIENCE

Foothold Studios // Studio Director, Director of Business Development

October 2018 – January 2021

- Managed the operations of a video and photography studio with a focus on optimizing process and profitability.
- Achieved 2019 sales goal of \$1.1 million through a combination of new and organic growth.
- Utilized technical expertise to address complex production issues, developing solutions that delivered creative excellence while working within established budgets.
- Collaborated with cross-functional teams to streamline the studio production approach, resulting in efficient shoots that delivered more content for clients while increasing revenue opportunities for the agency.
- Developed strategic relationships with freelance resources to complement the full-time studio team, lowering the necessary overhead while increasing production capabilities.
- Created and deployed all studio marketing materials, including website design, e-newsletters, and social content leading to a 233% increase in website form fills year over year.

Smith Brothers Agency // Content Studio Director, Content Creation Manager, Content Creator

August 2014 – October 2018

- Promoted from content creator to manager and then department director over the course of a four year period.
- Grew the agency's in-house content capability from a single content creator to a standalone business unit employing eight full-time content creators working in a 4,000 sq ft studio space.
- Concepted, strategized and executed content for 50+ brands in both local and global markets.
- Played a critical role in agency business development, including spec creative concepting and production, in-person pitching and estimate and SOW writing.

Willi's Ski Shop // Manager & Buyer

August 2006 – August 2014

- Managed cross-departmental operations within the flagship location of a winter sports specialty retailer averaging \$3mm+ in annual sales.
- Managed, hired and trained a staff of 25 employees across multiple departments. Implemented training programs to enhance customer experiences while also raising average transaction size.
- Leveraged industry trends and strong understanding of the target customer to inform purchasing decisions and inventory allocation to drive sales and increase sell-through. .

EDUCATION

University of Pittsburgh
B.S.B.A., Marketing (2008)
Summa Cum Laude