

Mark Ristaino

2519 San Pablo, Oakland CA 94612 – 508.498.6599 – mark.ristaino@gmail.com

Communications

- Created and executed Music for America's youth-targeted communications strategy, reaching more than 4 million young consumers.
- Expert with multiple messaging platforms, including print, blogs, email newsletters and new media.

Web

- Proficient w/ traffic analyzing, IA & analytics software. Doubled user registrations, newsletter signups, online volunteers and online store sales for musicforamerica.org.
- Implemented website advertising campaign, creating thousands in revenue.
- Project managed the creation and launch of the following websites: <http://www.mattnathanson.com/>
<http://www.roguewavemusic.com>
<http://allagesmovementproject.org>

Email Marketing

- Expert knowledge of HTML email practices and mass mailing systems. Spearheaded newsletter redesign that raised opens 10% & clickthroughs 5%.
- Integrated advertising to create thousands of dollars in revenue.

Managerial

- Managed more than 20 employees, writers, designers, contractors and interns simultaneously as Communications Director of a national organization.
- Created aggressive earned income program that paid for 20% of the department's budget.
- Represented org at Roots Camp SF. Experienced with public presentations.

Computer

- HTML, CSS, FTP, SMS systems, Drupal, Dreamweaver, Photoshop, Excel, Microsoft Office, MySpace, YouTube, Google Analytics, Google Adwords. Experience setting up and managing domains, DNS & email systems.

Education

Carnegie Mellon University – Graduated: Spring 2003– B.A. in Professional and Creative Writing– GPA 3.4

Work History

February 2007 – Present
New Media & Web Consultant
Zeitgeist Artist Management
www.zeitgeistartists.com

October 2005 – January 2007
Communications Director
Music for America (MFA)
www.musicforamerica.org

May 2007 – July 2007
Communications Consultant
Youth Noise
www.youthnoise.com

August 2007 – Present
Communications Consultant
All Ages Movement Project
allagesmovementproject.org

see my online portfolio: <http://www.markristaino.com>