

Stephen Capano

CV. Resume. Page 1

stephen@capano.net - Native English and Fluent in Portuguese

326 Jaybee Avenue
Davenport, FL 33897

617.401.7877

[Linkedin](#) | [Facebook](#) | [Instagram](#) | [Twitter](#) | [YouTube](#) | [Portfolio](#)

Summary

Marketing Manager & Director. Advanced LIVE & Virtual Presentation Techniques. Proficient in leveraging Artificial Intelligence to enhance productivity. Strong expertise in software, internet, and online demonstrations, coupled with advanced graphic design skills. Skilled in ZOOM, Microsoft® Office, Google Suites, TeamViewer®, Adobe® Photoshop, Illustrator, direct mail, email marketing, CMS, professional video editing, embedding videos into the web, 3D modeling, and printing. Proficient in internet development (HTML5, JavaScript, PHP, CSS), management, FTP, Google WebMaster, and Google Street View Trusted Partner. Quick learner of new software and techniques, capable of training others effectively.

Experience



TECTRIX.INFO / Marketing Director

OCTOBER 2009 - PRESENT



Leveraging Artificial Intelligence for daily productivity enhancement. Proficient in UX development, website creation, graphic design, promotional videos, animations, email, and direct mail marketing. Extensive expertise in a wide range of technology and marketing services, catering to the needs of business owners.

Fashion Way Salon / Co-Owner

NOVEMBER 2006 - MAY 2013, SOMERVILLE, MA



Managed comprehensive advertising campaigns encompassing TV spots, radio, local events, website, Facebook, and promotional materials such as t-shirts and custom business cards. Oversaw management, payroll, and accounting functions. Led a team of six (6) full-time professionals, operating efficiently six days a week.



Teleflora / Northeast Technology Sales Manager

FEBRUARY 2004 - SEPTEMBER 2009



Consistently exceed sales quota by maintaining over 100% performance. Proactively prospect for customers through 50-200 weekly phone calls, successfully engaging interested business owners. Utilize both online and in-person demonstrations to effectively sell proprietary software to individuals and groups. Achieve seamless workflow and appointment scheduling through real-time integration between Business Computers and handheld devices. Willingly travel up to 75% for territory coverage across seven states: MA, ME, RI, CT, NH, VT, and Upstate NY.

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Experience



Contour Design / Channel Marketing Manager

FEBRUARY 2002 - JANUARY 2004,

Drive sales growth within the Medical Industry for an Ergonomic Computer Accessories Company, both through direct sales and channel partner collaboration. Effectively target a diverse market, catering to customers with discerning marketing media requirements. Engage directly with nurses and medical professionals to negotiate contracts and ensure seamless fulfillment coordination. Oversee trade shows, manage key accounts, facilitate press relations, and proactively seek out new business opportunities.

contour 

CLOZ / Owner

Effectively coordinated all aspects of store development, from conceptualization and business planning to construction, marketing, and procurement. Expertly managed the entire store opening process and ensured smooth operation thereafter.



University of Massachusetts / Mechanical Engineering

1987 - 1991

Merrimack College / Business Management

1993 - 1994

Northeastern University / Management Information Systems

1996

Education

Sandler Sales Institute / Training for Sales Professionals

1998



Accomplished professional with a proven track record of driving sales and performance in diverse industries through dynamic marketing, sales, and management expertise. Staying abreast of emerging technologies, I have successfully capitalized on new opportunities to secure business growth via key account acquisition. Skilled in forging strategic partnerships and dealer relationships to enhance revenue. Adept at cultivating and nurturing relationships with influential corporate decision-makers, resulting in the establishment of large-volume, high-profit accounts distinguished by exceptional retention and loyalty. Known for exceptional organizational skills and self-motivation, with a demonstrated ability to leverage creativity, technology, and initiative to achieve both personal and organizational objectives.