

Jon DiPietro



INBOUND MARKETING PROFESSIONAL

I'm a certified inbound marketing professional and author of "Social Media for Engineers and Scientists." My specialty is using the Internet to generate leads and increase conversion rates. I excel at getting businesses to think differently about their marketing strategies.

Online CV:
bit.ly/jfd-resume

SKILLS



Content

Website design, blogging, eBooks, videos, presentations

Search Engines

Organic SEO, PPC campaign design and management

Social Media

Audience engineering, engagement, automation tools

Conversion

Landing page optimization, email marketing, lead nurturing

Analytics

Measure ROI, conversion rate optimization, benchmarking

Public Speaking

Keynote addresses, conference workshops, corporate training

RESULTS



ISA Interchange

Grew online community from 0 to 2,600 monthly visitors in one year. Sustained 150+% YOY growth.



Girard at Large

Increased organic search impressions by 300% and visits by 250% in 30 days with website redesign.



OASIS Alignment

Reduced AdWords cost per conversion by 56% in 60 days. Saw 200+% ROI within 30 days of blog launch.

CONTACT DETAILS:



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Email

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Inbound Marketing Blog

domesticatingit.com/blog

LinkedIn

linkedin.com/in/jondipietro

Twitter

twitter.com/jondipietro

WORK HISTORY



Principal - Domesticating IT (2008 - present)

Inbound marketing consultancy offering a range of services to help businesses grow. These services include website design, search engine optimization, content marketing, social media, marketing automation, email marketing, lead nurturing, landing page optimization and web analytics.

Professional speaker and recognized thought leader, keynote presenter and corporate trainer.

Volunteer Leader (VP-elect) - ISA (2004 - present)

Held various leadership positions in International Society of Automation. Currently serving as VP-elect of the Strategic Planning Department. Proposed and implemented blogging and social media initiative.

Received multiple awards including prestigious Emerging Leader Award and several other leadership awards.

Co-founder - Bridge-Soft (1997 - 2013)

Developed software solutions for manufacturing companies and water/wastewater industry. Oversaw sales and marketing operations that landed customers in the U.S., Canada, Europe and Australia. Extensive software and database development experience at the enterprise level.

Systems Development Manager, PFS (1994 - 1997)

Directed process control and information system engineering incorporated into design of recycling facilities around the world.

Facilities Engineer - Polyclad Laminates (1990 - 1994)

Designed, developed, implemented and supported all aspects of sophisticated, custom manufacturing systems. Worked with wide array of instrumentation and automation technologies.