

NICK D. SAPORITO

Contact

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Summary

- MBA with over 13 years of relevant work experience.
- Proven track-record leading people in multiple disciplines, spanning multiple industries.
- Results-oriented professional who offers a unique perspective and high degree of dedication.

Education

Masters of Business Administration (MBA) – Pittsburg State University (May 2016)
GPA – 3.97

Bachelors of Business Administration – Pittsburg State University (May 2012)
Major: Marketing, GPA – 3.75

Experience

Co-Owner – AutoVerdict, Inc. (Feb. 2015 – Current)

- Collaborate with investment partners to form corporate strategy and manage operations.
- Launch and maintain a new automotive news outlet, www.autoverdict.com.
- Work with suppliers, vendors and automakers to achieve strategic goals of the website.

Marketing Manager – Columbus Telephone Company, Inc. (Jan. 2014 – Current)

- Identify and recommend revenue growth opportunities to board of directors.
- Work with cross-functional counterparts to ensure company objectives are being achieved.
- Point of contact for creative agency of record.
- Solely sold approximately \$1.5M in service contracts during the last half of 2016.
- Crafted and negotiated the acquisition of Parcom, LLC.
- Created all-new Optic Communications brand and pricing strategy.
- Create and maintain annual marketing plan and budgets spanning two companies.
- Primary point of contact for enterprise customers.
- Developed customer feedback initiative to keep the operation better in tune to customers.
- Launched numerous new products, including strategy, operations integration, pricing strategy, and legal framework.
- Work with counsel to maintain accurate, pertinent customer service agreements.
- Collaborate with accounting/finance to ensure financial statement accuracy (revenue).
- Perform whatever task is necessary to assist the team in achieving company goals.

Marketing Coordinator – Columbus Telephone Company, Inc. (Jan. 2011 – Dec. 2013)

- Implement new company web presence, leading to a 120% increase in web traffic.
- Co-author business plans and pro forma financials for new business ventures.

- Write quotations/proposals for B2B services.
- Crafted new lineup of triple-play bundle offerings, driving ARPU \$20 higher than national average.
- Price and position new service offerings, increasing monthly ARPU nearly \$30 on cable TV services.
- Continually execute upon a holistic strategy that converges customer experience, branding, and operations flow.
- Implement award winning re-branding of a 108-year-old organization.

Managing Editor (Contract Consultant) – Vertical Scope, Inc. (April 2008 – Feb. 2015)

- Implemented growth strategy of GMInsideNews.com to increase unique hits 65% since 2008.
- Maintain websites that consistently account for over 650,000 unique visitors per month.
- Had multiple articles cited in print and online by major publications, including *USA Today*.
- Executed strategy to transition GMInsideNews and FordInsideNews to proper news outlets.
- Began productive relationship with OEM public relations staff at age 19.
- Regularly interact with automotive executives and management.
- Continually enhancing editorial and news content to generate 2.5 million page views monthly.
- Led a global staff of 12 contributors and writers.

Intern – Columbus Telephone Company, Inc. (May 2004 – Dec. 2010)

Volunteer Experience

Member, Marketing Committee – NTCA (Dec. 2016 – Current)

National telecommunications association

Member, Marketing Committee – Espial, DE (March 2017 – Current)

Cable TV software developer

Board of Directors, Columbus Unified High School STEM Advisory Committee (May 2013 – Current)

Leverage industry experience to assist in guiding STEM curriculum

Guest speaker, panelist, or discussion moderator at various telecommunication industry events.

References

Available upon request.