

Daniel Fuoco

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I turn strategic vision into measurable results.

Marketing executive driving revenue growth, audience expansion, and demand generation through data-driven strategies. Proven ability to optimize conversions, enhance engagement, and scale business results efficiently through certifications and funnel knowledge, customer acquisition, digital marketing, PPC, SEO/SEM, and brand development.

Certifications

Data & Analytics – Conversion Rate Optimization (CRO)
Artificial Intelligence (A.I.) – Marketing Your Business with A.I.

Core Competencies

- Data and Analytics Certified
- Conversion Rate Optimization (CRO) Certified
- Paid Advertising (PPC)
- Brand Development and Market Research
- Customer Relationship Management (CRM)
- Lead Generation
- Digital Marketing
- Content Marketing
- Email Marketing
- Public Speaking
- Crisis Communication
- Social Media Strategy and Marketing
- SEO/SEM
- Campaign Management
- Project Management
- Customer Acquisition

Digital Marketing Manager

M1 Concourse (2022-Present)

Directed cross-functional marketing strategies aligning sales, events, and operations teams to drive cohesive messaging and customer engagement across Festivals & Events, Operations, Business Development, and Sponsorship. Managed annual budgets and executed full-funnel digital campaigns across paid, email, social, and organic channels.

- Launched and scaled a tiered membership program with full backend setup and Stripe/AfterPay payment integration, growing membership 80% YoY and increasing

revenue from \$22,500 to \$40,500 in Year 2.

- Generated \$2,475 in membership revenue with a 60% Return on Ad Spend (ROAS) through targeted paid social campaigns.
- Drove ticket sale growth for major events, achieving +90% YoY for American Speed Festival and +38% YoY for Woodward Dream Festival.
- Orchestrated a national campaign with USA Today 10Best across email, social, and partner channels, earning a Top 5 ranking for M1 Concourse Cars & Coffee in the "Best Car Show" category.
- Improved page load speeds by 40%, reducing bounce rate by 22% through website performance optimization.
- Led evaluation and selection of ticketing platforms, managing all ticketing operations and lifecycle journeys in Vivenu and TicketSpice for paid and free events.

Chief Growth Officer

My Lifestyle iQ Pilot Program (2021-2022 Contract)

Directed the development of a comprehensive growth strategy, integrating Marketing and Sales efforts to meet business objectives; implemented scalable processes, automated workflows, and segmentation models to increase operational efficiency and personalization. Leveraged data, user research, and behavioral insights to define target audiences and optimize customer journeys.

- Identified and prioritized growth opportunities, leveraging existing markets and forging 2 new strategic partnerships, projected to generate \$50,000 incremental revenue annually.
- Increased lead-to-customer conversion by 20%, developing Marketing and Sales strategic plans centered on full-funnel optimization.
- Built and deployed the company's first CRM in HubSpot, improving sales pipeline visibility, reducing manual reporting by 50%, and automating lead nurturing for faster deal closure.
- Actively pursued strategic alliances, joint ventures, or channel partnerships that drive growth.

Social Media Manager

The Suburban Collection (2018-2021)

Conceptualized and launched a YouTube series to increase brand awareness and engagement, and led a school-based safety campaign to drive community participation. Produced social media live events and charitable initiatives, while training team members and managing public engagement to strengthen overall audience reach and brand reputation.

- *Suburban Drives Michigan* YouTube series, generating 30,000+ views on Day 1 and 60,000+ views within 48 hours for the first episode.
- Led the “Focus on the Road” anti-texting campaign in local schools, achieving 42% increase in contest submissions and a 50% participant growth in one school district through a 30-day student video contest.
- Produced high-impact live unveilings on social media, including 2,000 views for Bentley Continental GT and Lamborghini Urus Facebook Live events.
- Trained new hires monthly on marketing and social media best practices, improving team execution and consistency.
- Managed public sentiment and customer engagement for Michigan’s largest automotive dealer group (50+ dealerships, 30+ brands), successfully de-escalating negative reviews and converting feedback into positive outcomes.
- Amplified community and charity initiatives, increasing awareness and engagement by 90% via campaigns such as *Suburban Sleigh*.

Interactive Marketing Manager

Detroit Metro Convention & Visitors Bureau (2012-2017)

Led integrated marketing and communications campaigns across digital, social, print, email, and events, ensuring consistent brand messaging and cohesive creative direction. Directed editorial strategy for blogs and newsletters, coordinating cross-functional teams to align content with organizational goals. Developed and executed influencer and engagement initiatives to expand audience reach, strengthen community presence, and enhance overall brand visibility.

- Drove 75% increase in Instagram engagement with the #DepictTheD campaign, reaching 48,000 hashtag uses.
- Accelerated newsletter performance, achieving 46% of annual goal in 8 days, supported by continuous media coverage.
- Secured 4M Twitter impressions through the USA Today Best Sports City campaign, boosting national brand awareness.

- Expanded and optimized social media presence, growing collective followers to 100,000+ across Facebook, Twitter, and Instagram.

Public Relations Representative

Detroit Medical Center (2007-2012)

Amplified visibility for a corporate brand and eight specialty hospitals by securing national media coverage across major outlets including ABC World News Tonight, Good Morning America, Today, and CBS Early Show. Executed multi-channel publicity strategies that built long-term audience engagement and brand loyalty, while actively monitoring and responding to social media sentiment to protect and enhance reputation.

- Generated \$25,000 in patient referrals through targeted social media and web campaigns.
- Pioneered Live Twitter Surgeries, joining an exclusive national movement alongside DMC and Mayo Clinic.
- Produced and edited a 6-video award-winning series for DMC Rehabilitation Institute of Michigan, driving 46,000+ views in 60 days.
- Led the New Heart of Detroit campaign, achieving 3,200+ views in under 90 days and strengthening brand visibility.

Tools & Platforms

- **CMS** - WordPress, Webflow
- **CRM** - HubSpot, Microsoft Dynamics
- **Email** - Mailchimp
- **Ads** - Google Ads, Facebook/Instagram Ads
- **Social Media Schedulers** - Sprout Social, Hootsuite, CoSchedule, SocialPilot, CrowdSource, Buffer, Later, AgoraPulse
- **Design** - Canva
- **Task Management** - [Monday.com](https://monday.com), Trello, Asana, Notion
- **eCommerce** - Shopify
- **Analytics** - Google Analytics (GA4)

Volunteer 2024-Present

Marketing Board Member, Notre Dame Prep High School

Head Coach, Birmingham Hockey Association

Lector, Royal Oak St. Mary