

Martin C. J. Mongiello

301 Cleveland Avenue, Grover, NC 28073
(704) 937-2940 (home) (704) 490-3947 (cell) marti@mongielloassociates.com

Marketing, Publicity, Promotion, Branding, Advertising Expert for intense Business Sales

HIGHLIGHTS OF CAREER TO DATE

Provides single service that includes complete set of analytics, social, advertising, targeting and web experience management solutions and a real-time dashboard that brings together everything you need to know about our marketing campaigns. Gets from data to insights to action, faster and smarter. Manages entire marketing and sales department – taught to learn and do every single job, one desk at a time. Leads, coaches, mentors – accomplishes results in Interactive and Direct Marketing well beyond paper efforts. Aggressive. Innovative achiever who coordinates with excellence. Different. Creative lead nurturer. Highly tested and extremely intelligent. ROI/ROMO/ROMI producer. **Unprecedented** Team leader. Former Executive Chef and Camp David Resort Manager to the President of the United States. **21 year US Military retired.**

Grows major accounts by 35% ~ ...second to none...social networking a specialty
Creates unprecedented sales and new accounts growing platform to 2000+ accounts

- Proctor & Gamble
- Sam's Club & Unilever
- America's Best Value hotel of Shelby
- Emeril Lagasse
- The City of Kings Mountain
- BJ's Wholesale
- Heinz & Hershey's
- Bellus Tu Spa of Kings Mountain
- General Mills, Kraft, Con Agra
- Wyndham Worldwide hotels & resorts

PROFESSIONAL EXPERIENCE

Mongiello Associates Strategic Marketing, New York, NY & Grover, NC 1976 - Present
Senior Vice President working with Fortune 100 clients in a 1099, client or employee role for projects, campaigns and long term sales creation. Advertising campaigns, interactive marketing, lead generation, disciplinarian, mobile site and website design, game creation, new idea promotions, publicity releases, newsletter management all focused on proving and producing sales and intense profits.

- Group work for **The Interpublic Group**, Momentum Worldwide, Fancy Food Shows, Wyndham Worldwide, Sam's Club, BJ's Wholesale, export and import expertise with heavy world sales. Multiple A/B testing and multivariate testing (MVT) of all cycles. Adobe Marketing Cloud. Deep mining expert where few are willing to go with databases for privatization and personalization, segmented campaigning and frustrating tasks. ***Does what others cannot or will not do.***

US Govt. across America, Tokyo, Japan & Brussels, Belgium – US Navy E-8 rank 1983 - 2004
Public Affairs Officer for United States Navy under Admiral Joseph J. Krol, Jr. (E-8 Rank), World Director of 51-million per annum team with eight staffs and 5,000 clients per day, Lead Contract Negotiator for 2.68 billion per annum in purchasing. Managed the Camp David Resort and other world resorts of the Bayshores Resort and Sanctuary. Control of full Marketing and PR Department for Asia and Arabia.

EDUCATION

- The Art Institute of Pittsburgh, **BS, Summa Cum Laude**, Deans List, Socrates Grant, Perfect Attendance Award, works created still on display for new students, presents nationwide to all students, Professors and lecturers via digital college delivery
- Harvard University, Science & Cooking/Haute Cuisine/Soft Matter Science course
- Vanderbilt University, Nutrition, Health and Lifestyle course
- **Master Certified** Food Executive (MCFE-CFBE-IFSEA) SUNY New York State, Morrisville Campus
- Alameda University, Boise, Idaho - Navy College Program **BA & MBA**
- Covey-Franklin Institute **Camp David & White House** with Doctor Steven Covey
- Certified Professional Food Manager HACCP, Certified Executive Chef x3, Licensed Executive Chef
- The Starkey Management Institute – **Valedictorian**
- Troy State University - Law, (4.0 GPA), President’s list
- Le Academie de Cuisine graduate of programs
- **Culinary Institute of America** Graduate of US Navy Specialized Program
- L’Ecole du Vin, Maryland Bartending Academy, ACT, Salesforce, Photoshop, Adobe CS5.5, Microsoft Office Expert, Webmaster, Graphics Design. Photographer, Studio work expert, Search Engine Optimization (SEO), Search Engine Marketing (SEM), Social Media profits expert
- Numerous Army, Navy, DOD and Marine schools – **Top Secret clearance** (SCI-SSBI-YW) – entrusted with the First Family finances and collections from the Library of Congress/Smithsonian.

PROFESSIONAL AFFILIATIONS

- Current Chairman of the Board, North Carolina Congressionally enacted Tourism Development Authority
- Former President & Chairman of the Board, American Culinary Federation, L.L.C.A.
- Former **Board Member Kings Mountain Advisory Council** for the Cleveland County Chamber of Commerce
- Former International Director, International Food Service Executives Association (IFSEA) Strategic Publicity Consultant for promotions, events and CNN coverage
- Ambassador to Europe and Asia by appointment to the World Association of Chefs Societies 10 million members in 65 countries by Keith Keogh and Edward Leonard
- **City of Kings Mountain** Battle and Volunteer Director for the Gateway Festival and July 4th event as coordinated for Mr. Ellis Noel and Mayor Richard Murphrey
- Adjutant to the Commander Department of the Interior, National Park Service Back Country Militia and Commander Robert Lewis – National Military Park Superintendent Erin Broadbent
- President of The Civil War Sailor and Marine Magazine and Association
- Previously the **Marketing Director to the Commander**, Veterans of Foreign War, SC Council, NY LIFE Member VFW Kings Mountain, Commander Al Etkin
- **Chairman** Presidential Service Association Alumni
- Ambassador for the Cleveland County Chamber of Commerce, mentor Laurie Mancuso
- Member American Legion
- **Marketing Consultant** friend to Breedlove - **feeding 160,000,000 meals in 2008**, worldwide
- Developed, organized and executed the first annual ACF Chef and Child Foundation “National Hunger Day” event in Washington DC – 1994 with Paul Prudhomme

AWARDS AND RECOGNITION – TEAM BUILDER & ACCOMPLISHMENTS

- Best of the Southeast, 2011, BedandBreakfast.com award winner
- Zagat score of 27 for 2012 at The Inn of the Patriots
- Best in the World for History of 11,000 B&B's 2009-2010
- Top Green Award for 2012, 3 Dogwood Blossoms, hotels in North Carolina (highest award)
- AAA 2-Diamond Award for B&B, The Inn of the Patriots – 2013
- Most Patriotic B&B in America from The Military Officers Association of America
- Distinguished Service Medal 1983 – 2004, Governor of State of New Jersey – 2005
- Featured numerous times on CNN affiliate Cable 33 in 2008. Listed in Marquis Who's Who.
- Feature articles in the Charlotte Observer, The Huffington Post Travel section, Shelby Star, Foothills Spotlight, Kings Mountain Herald, Seattle Examiner, Gaston Gazette, Gaston Woman and Cleveland NOW in 2008
- **Life Gold Medal, Life Membership and Award - Public Relations**, AJCA, Tokyo, Japan – 2001
- Doctor Robert L. Mathews **Presidents Award for Group Marketing** – IFSEA – 2000 – website design, membership building, newsletter and brochures - innovation leadership awards
- Admiral Frederick B. Warder **Team Leadership Award**, USN Submarine League – 1998 for management and *inspiration of teams* to #1 IFSEA award in the world
- “Expert Advertising Layout and Design” from the Shelby Report for Grocers – 2007
- Five Achievement Medals, ACF Chef of the Year Medal, **three Team Commendation Medals** from the Secretary of the Navy
- IFSEA World **Team Silver Cup** 1998, Best Restaurant in the World
- **Custom Culinary** – Griffith Laboratories 1998 **Gold Medal** – Marketing/Sales influence
- ACF SVCA Service Medal for **Team Leadership** and events management – 1996
- Volunteer Service Medal awarded in Japan from Doctor Edward Furgol's recommendation Washington Navy Yard, Secretary of the Navy – 2000
- **Team Champions**, two gold cups, Manhattan Culinary Competition, featured on the NBC TODAY Show – 2004 with Ann Curry and Katie Couric
- **NBC TV** mini-series on **team** cooking highlighted each day (available on youtube.com), NHK TV of Japan, Vitaya syndication in Europe and TV-Brussel segments filmed

Salary requirements are minimal per annum. Carries own, full medical, dental and military pension for life having retired from the US Military in 2004 at 39 years old. Very open to mix of base/incentive performance salary for producing excellent results and bona-fide sales.