

PETER AMIRATO

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2023 – Current

Taylor Guitars

CRM Marketing Manager

#1 Global acoustic guitar manufacturer - B2B/B2C

2022

Craft Agency Group

Art Director – Automation Specialist

Startup marketing agency - B2B/B2C

2020 – 2021

Wild Craftsmen Brands

Marketing Director

CA State Licensed Medical/Recreational Cannabis - B2B/B2C
Brand direction and marketing activation for multiple brands that earned the largest California retail distributor within the first year.

2019

Altium

Marketing Automation Manager

Software - Global B2B/B2C

2016 – 2019

iMatrix

Marketing Director

SaaS based agency for small business health orgs - B2B
Spearheaded all marketing efforts for 3 brands, ran team of ~14 to consistently surpass annual KPIs

2014 – 2016

Faulkner Media Group

Digital Marketing Manager

SaaS based agency for Financial Services - B2B

2013 – 2014

Immudyne

Digital Marketing Manager

Health and wellness - B2C

2007 – 2012

SRH Clothing

Marketing Manager

Action Sports & Apparel - B2C
Led all digital marketing efforts, web development, social media activation, athlete management, in-person events

HIGH IMPACT MARKETING LEADER WITH
FOCUS ON SUPERIOR BRANDING AND
CROSS FUNCTIONAL AUTOMATION

WHY ME?

I'm a creative, forward thinking person with the ability to see the big picture without losing sight of the moving pieces. I've always focused on a high profile visual, but once I incorporated automations and started leveraging proper reporting metrics I've been able to increase bandwidth, and coach teams both small and large to showcase fantastic wins.

TECH:

SALESFORCE - PARDOT - MARKETO
INFUSIONSOFT - HUBSPOT - ZAPIER
DATASTUDIO - MANYCHAT - GHL
ADOBE - WORDPRESS - PHP

NOTABLE:

- Created and implemented an automated webinar lead collection and nurture system that re-allocated 2 full time roles and improved sell-through rates.
- Developed new Business Development role to serve 3 SaaS brands as a bridge between sales and marketing. Grew to attribute almost 20% of sales across all brands.
- Integral part of successfully onboarding to Salesforce, Pardot, and other systems for multiple brands while maintaining active marketing and lead KPIs
- Led the charge on multiple rebranding efforts and website builds



Brandon Brown, VP Product Experience & Creative
Faulkner Media Group

"You know how you keep a running list of people that you'd take into business battle with you when you embark on that next adventure? Pete is on that list for me. He's smart, deeply engaged, easily coached, and makes work fun. When we worked together he helped the company take some big steps forward in terms of marketing sophistication. Pete also has a trait that doesn't show up directly in the stat sheet: he's scrappy. He took projects with low expectations or that seemed dead in the water and turned them into something valuable. He has a way of pushing to get things done and it's a lot of fun to watch, not to mention great for the rest of the team to see. I'd quickly recommend Pete to any organization looking to add to their pool of creative thinkers focused on business results."