

ANDY CINGOLANI

14136 Paradise Tree Drive
Orlando, Florida 32828

407-491-5285
andycingolani@comcast.net

SUMMARY OF PROFESSIONAL QUALIFICATIONS

- More than 20 years marketing experience, including brand management, account service, advertising, public relations, editorial and marketing writing.
- More than 13 years experience in the timeshare business, working with in-house creative departments to serve a wide range of clients, including Human Resources, CMP (OPC) marketing, in-house marketing, owner referral marketing, and sales.
- Proven track record of managing complex projects on deadline and within budget – setting deadlines, solving problems and meeting established goals and benchmarks.
- Exceptionally strong at effectively managing multiple objectives simultaneously, even in challenging, deadline-sensitive environments.
- Extensive experience working with creative teams. Strong writing skills.

Objective: My goal is to be a key component of a lasting success story. I will achieve this goal by strategically applying my leadership skills and vast experience within an organization positioned for success and growth.

PROFESSIONAL HISTORY

Cingolani Marketing Group, LLC **Sr. Marketing Consultant**

2009 – present

Manage process for the design, review, and approval of Check-In Brochures, online Activity Guides, maps and floor plans for Wyndham Vacation Ownership. Clients also include Central Florida YMCA and Yoga East Orlando.

Writing and editing clients include Wyndham Vacation Ownership, Disney's Yellow Shoes Productions, Valencia College, Sol Melia Vacation Club, Compass Knowledge Group, and *Perspective* magazine.

Marriott Vacations Worldwide (via Aquent) **Account Executive, Internal Communications**

2011

Managed the Internal Communications relationship with M VW's in-house ad agency. Worked with creative team, traffic and production to manage a wide range of projects through the agency process, including print, logo/identity design, electronic templates, video production, and specialty items.

- Successfully managed all print materials and specialty items for five conferences, requiring the design and production of programs, name tags, specialty products, email and PowerPoint templates, etc.
- Managed a total of 275 jobs over a period of just more than five months. This compares to an average of 178 among the agency's five full-time Account Executives over the same period.

Wyndham Vacation Ownership **Brand Manager**

2006 – 2009

Responsible for contributing to the effective management of the Wyndham Vacation Ownership brands, Wyndham Vacation Resorts and WorldMark by Wyndham, while meeting the advertising needs of key clients. Clients included corporate hospitality marketing, corporate in-house marketing, site marketing, vacation package marketing and referral operations.

- Traveled to six sites to deliver a brand transition presentation, communicating history, objectives and procedural changes brought on by the transition from Fairfield brand to Wyndham brand.
- Selected as Project Leader of Brand Management's Kaizen/Six Sigma process improvement team.
- Working with Vice President of Legal, Director of Marketing Compliance and Director of Marketing Services, initiated and obtained buy-in of a new process that significantly reduced reworks due to legal compliance revisions.

Successfully served as Project Manager responsible for developing creative materials to support numerous high-profile marketing initiatives, including:

ANDY CINGOLANI

Page two

Wyndham Vacation Ownership (Continued)

- Development of an eight-minute promotional video highlighting 23 resort properties for use at CMP location: wrote outline, worked with Legal toward approval, gave direction to creative and managed through to production.
- Complete redesign and rethinking of the In-House marketing collateral package to include a themed Travel Journal and related support materials.
- Rebranding of signage at all CMP and Welcome Centers throughout the system, consisting of more than 60 locations.
- Design and production of all collateral for package sales program, consisting of 54 versions of inserts based on destination, as well as support collateral and signage.
- Rebranding of the Owner Referral marketing kit, consisting of 15 individual pieces, some of which had 35 versions based on site.

CFI/Westgate Resorts Account Executive

1997 - 2006

Responsible for providing account service to a broad variety of clients, including Sales and Marketing, Executive, and Public Relations. Responsibility also included tracking all collateral and print advertising jobs, from initiation and concept through approval and print production. Position involved extensive client contact to obtain creative needs and communicate regular progress and approvals for every project.

- Responsible for tracking job traffic of approximately 100 new jobs per month, with up to 300 jobs open at any given time.
- Initiated and designed department's job flow process from scratch, including client review/approval, job tracking, and archiving of completed jobs.
- Contributed articles and editorial support to company's publications: *I Love Orlando* and *I Love the Smokies* magazines.

DeFalco Advertising/Media III Advertising Public Relations Manager

1995 to 1997

Coordinated with clients in formulating strategies, writing materials, and gaining client approval. Clients included local CENTURY 21 offices, Mercedes Homes and Consumer Credit Counseling Service (CCCS).

- Initiated and wrote a weekly consumer advice column for CCCS that ran in up to 12 community newspapers throughout Central Florida, significantly expanding the client's public awareness.
- Packaged completed columns and sold them to CCCS branches throughout the U.S., generating revenue from the existing inventory of columns; continued writing for this project on a contract basis for two years after leaving the agency.
- Served as Public Relations Chair for the Seminole County Sailfest, the world's largest inland regatta, in 1995 and 1996.

Gateway Marketing Creative Specialist

1994 to 1995

Southeastern Academy Advertising Copywriter

1989 to 1991

American Income Life Insurance Agent

1992 to 1994

Concept Advertising & Design Media Specialist

1988

Freelance Copywriter

1991 to 1992

ANDY CINGOLANI

Page three

EDUCATION

Southern Illinois University-Edwardsville

Bachelor of Science in Journalism/Mass Communications

Minor in English/Creative Writing

1988