

Tom Florio

Digital Marketer & Photographer

PROFESSIONAL SUMMARY

Creative marketing professional blending multimedia production with customer-facing sales experience to drive brand visibility and revenue growth. Skilled in Adobe Creative Suite, Zoho CRM, social media marketing, and campaign execution to support lead generation and brand engagement.

EXPERIENCE

Vermeer North Atlantic

Parts Lead / Parts Specialist

December 2020-Present

- Drove over \$1.9M in parts sales (2022) by supporting customers and service technicians with accurate quoting, fast fulfillment, and product identification to minimize equipment downtime.
- Leverage IntelliDealer to process orders, track customer activity, and analyze inventory trends to improve stock availability and service response times.
- Coordinate local deliveries and manage returns and warranty claims, ensuring accurate documentation and timely vendor resolution.
- Oversee warehouse operations including receiving, stocking, and shipping in compliance with safety standards.
- Train and mentor new Parts Specialists, supporting onboarding and consistent team performance.

Marketing Contributor

December 2020-Present

- Collaborate with the marketing department to script, record, and produce bi-monthly on-hold audio messages using Adobe Audition, promoting current offers from Vermeer North Atlantic and Vermeer Corporation.
- Develop clear calls to action encouraging customers to engage with the company on social media and visit the website, supporting brand awareness and lead generation efforts.
- Co-produce product spotlight videos for YouTube and Facebook, highlighting key arborist and tree care products sold within the parts department showroom to promote product visibility and educate customers.

WXAC91.3 FM

Marketing & Digital Content Lead

August 2019-May 2020

- Managed social media channels and created daily content to grow engagement and promote station programming and community initiatives.
- Planned and executed marketing campaigns in collaboration with local nonprofits and campus partners to extend reach across the greater Reading, PA area.
- Designed print and digital promotional materials for events and recruitment efforts, strengthening brand visibility and attendance.
- Photographed and documented live events for use across marketing and promotional channels, and updated internal marketing documentation to improve social media operations.

SKILLS

Digital Marketing & Strategy

Campaign Execution
Lead Generation
Brand Content Creation
Client Communication

Creative & Production

Graphic Design
Photography (Digital & Film)
Photo Editing & Retouching
Video Editing

Web & Platforms

Wix
WordPress
Website Optimization
Content Management Systems

Tools

Adobe Creative Suite
IntelliDealer
Zoho CRM

Certifications & Professional Development

Adobe - Design Fundamentals

HubSpot Academy - Sales Training for High Performing Teams

HubSpot - Human-Centric Sales Process

HubSpot - Building Your Sales Career

Coursera - Digital Marketing & Design Coursework

EDUCATION

Albright College - Reading, PA

Bachelor of Arts in Digital Communications;
Minor in Photography - 2020