

BRIAN GRECO

Digital Marketing, Sales Strategy & Travel Expert

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Work Experience

◆ **Brian Greco** — Web Designer & Digital Marketing — *2013 to Present*

Work with clients to create websites and sales pages using WordPress. Mostly serve solo entrepreneur niche in health/wellness field. Design social media content and brand strategy.

◆ **The Author Incubator** — Sales Consultant — *2018 to Present*

Conduct sales calls with American clients for publishing service. Organize and schedule appointments with potential customers. Provide feedback on sales cycle to grow revenue.

◆ **Jessica Nazarali & Marisa Peer Coaching** — Web Designer — *2019 to Present*

Create sales pages and marketing pages for new life-coaching program. Copy-editing for online course. Strategy with team on how to best launch new product and grow online presence.

◆ **HotelIntel.co** — Content Contributor — *Internship, July 2017 (Bangkok)*

Contributed articles on hospitality industry in Asia. Attended SE Asia Hotel Investors Summit. Interviewed hotel GMs for 'Hotelier of the Month'. Met with branding experts.

◆ **Megan Elizabeth** — Product Strategy — *Internship, May 2014 (Hawaii)*

Strategized and designed digital course for improving health through raw foods. Created downloadable PDF materials for members. Answered customer questions.

Education

◆ **New York University – Globalization Studies (BA, Self-Designed Major)**

3.85 GPA – Magna Cum Laude — 2014 to 2018

Self-designed major focusing on globalization and international affairs. Worked with academic advisor using interdisciplinary approach at NYU Gallatin School of Individualized Study. Central question: What are the effects of living in a globalized world on identity and the way we travel? Visited 45+ countries solo while completing university coursework.

◆ **NYU Abu Dhabi – Language of Business & Regional Politics** — *January–May 2018*

Semester program in Abu Dhabi at NYU Global Portal Campus. Studying beginning Arabic and continuing advanced Chinese study. Coursework in Politics & Identity, Peace Studies. January course on effective business communication. Involved with campus promotion.

◆ **NYU Shanghai – Chinese Language & Chinese History** — *January–May 2016*

Semester program in Shanghai at NYU Global Portal Campus. Completed Chinese language instruction and China-focused studies. Using Mandarin daily for majority of time in China. Relevant courses: Shanghai Urban Studies, Chinese History, Environmental Governance.

Events & Involvement

- ◆ NY TravFest & NY Times Travel Show — 2017 to 2019, New York
- ◆ Capitalism Conference — 2019, Dallas
- ◆ Serbian Language Course — 2017, Belgrade
- ◆ Airbnb Open Conference — 2016, Los Angeles
- ◆ German Language Course — 2016, Berlin
- ◆ Kevin Nations Sales Mastery Course — 2014, Las Vegas
- ◆ ASU Critical Languages Institute, Uzbek Language — 2012 & 2013, Phoenix
- ◆ Middlebury-Monterey Chinese Language Immersion Camp — 2010, Boston

Strengths

- ◆ Clear Communication, Creative Writing & Quick Problem Solving
- ◆ **Digital Marketing** Literacy — How to Use the Internet to Maximize Results
- ◆ Understanding Personality Types & Intercultural Issues on a Global Scale
- ◆ **Sales** Training & Focusing on Desired Outcome for Business Growth
- ◆ Extensive Experience **Traveling** Solo & Adjusting to New Environments

Marketing Skills

- ✓ Content Strategy, Brand Identity
- ✓ Social Media: Facebook, Instagram, Youtube
- ✓ Web Design: Wordpress, OptimizePress
- ✓ Sales Conversion & Product Funnels
- ✓ General: Office, Document Design, Photoshop

Travel Skills

- ✓ Intermediate Mandarin Chinese
- ✓ Airline/Hotel Loyalty Programs
- ✓ Flown 40+ Airlines, 500K+ Miles
- ✓ Familiar w/Major Hotel Chains
- ✓ Airbnb, Uber, Disruptor Apps

References

Jessica Nazarali, *Jessica Nazarali*, jessica@jessicanazarali.com

Nathan Sevedge, *The Author Incubator*, nathansevedge@gmail.com

Melissa Nations, Sales Mentor melissa@kevinnations.com

Michelle Barr, *Intuitive Women Entrepreneurs*, michelle@michellebarr.com

Stuart Jay Raj, *Hotel Intel & J-Academy*, stujay@kogneit.com

Media Samples

- ◆ Instagram: www.instagram.com/brian.world
- ◆ YouTube: www.youtube.com/geckogreco

See full digital version of this resume at www.briangreco.me