

John Rossetto

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Restaurant Experience

Co-Owner / Business Manager

VIA Downer, Milwaukee, WI [January 2010 to present]

Transfer Pizzeria Café, Milwaukee, WI [January 2008 to present]

Co-founded, built, and currently operate a successful pizzeria (Transfer Pizzeria Cafe) and restaurant (VIA Downer) in Milwaukee employing a total of nearly 70 staff. Direct the business operations and marketing initiatives for both establishments.

Professional Experience

Self-Employed, Property Management and Home Improvement Services [May 2004 to December 2007]

Rossetto Home Improvement, Milwaukee, WI

Manager, Marketing Services [October 2003 to March 2004]

American Society for Quality, Milwaukee, WI

Lead marketing staff of nine; Responsible for direction and management of critical marketing thinking and strategy design that directly contribute to annual revenue of more than \$50 million

Ensure the development and execution of comprehensive marketing campaigns to promote membership, corporate training, and publications for a leading professional association

Direct the planning, design, implementation, and maintenance of a \$3 million marketing budget; Oversee all staff marketing activities, planning, testing, and reporting for the development of direct marketing efforts—including integrated direct mail, email, and advertising

Senior Marketing Administrator [September 2001 to September 2003]

Marketing Administrator [January 1998 to August 2001]

American Society for Quality, Milwaukee, WI

Responsible for preparing and operating within a \$1 million marketing budget for training programs; held accountable for strategic marketing activities that directly impacted operating budget and revenue; supervised staff of three as Senior Marketing Administrator

Implemented market research and customer analysis to support a redesigned marketing strategy for the organization's Annual Conference—the top revenue-generating event; Reversed a two-year trend in declining conference attendance. Responsible for 38% reduction in marketing expense for the same event over two year period

Coordinated the design, production, and fulfillment of print and electronic marketing communications, while managing inventory of all marketing collateral to ensure availability, accuracy, and timeliness

Association Specialist/Member Services Coordinator [September 1995 to March 1997]

Executive Director Incorporated, Milwaukee, WI

Led the creation and production of client promotional materials, informational brochures, and member newsletters.

Designed and distributed press releases to national media regarding client conferences, seminars, new council appointments, and member awards. Planned and executed effective marketing strategies to accelerate client membership recruitment

Education

Bachelor of Business Administration [May 1995]

University of Wisconsin Oshkosh, Oshkosh, WI

Major I: Marketing Major II: Operations Management