

TONY PULLARO

Tampa Bay, FL • 813-767-7937 • tonypullaro@gmail.com • [linkedin.com/in/tonypullaro](https://www.linkedin.com/in/tonypullaro)



CAREER OVERVIEW

Innovative Marketing & Communications Executive with 15+ years of success in leading brand growth, digital transformation, and organizational alignment across complex, multi-site environments, consistently elevating reputation, strengthening customer engagement, and guiding high-performing teams through scale, crisis response, and brand reinvention. Widely recognized for strategic brand repositioning, omnichannel innovation, and expert crisis management, with a proven ability to adapt quickly to regulated and science-driven settings by partnering closely with compliance, operations, and technical subject matter experts to deliver measurable digital, PR, and revenue impact.

- ✓ **Directed full organizational marketing strategy and operations with oversight of a \$500K budget, a 4-person marketing team, and a 10-person corporate office.**
- ✓ **Repositioned multiple brands during national and local crises, leading internal messaging and managing high-stakes media and community relations with city officials and the Chamber of Commerce.**
- ✓ **Planned and executed a full location launch in 2 months, driving strategy from demographic analysis and site selection support through activation, rollout, and opening success.**
- ✓ **Advanced biotech division by implementing Shopify ecommerce, digital funnels, physician sales enablement, video content, and SEO strategies that delivered record CTOR and improved national brand sentiment.**
- ✓ **Led PR campaigns securing major national features including Good Morning America, Food & Wine, Netflix, Travel Channel, and Guy Fieri properties.**

KEY SKILLS & COMPETENCIES

Brand Transformation | Crisis & Reputation Management | Digital Marketing | Omnichannel Strategy | PR & Media Relations | SEO & SEM | Team Leadership | E-Commerce | Cross-Functional Collaboration | Content Development | Budget Management

PROFESSIONAL EXPERIENCE

RED MESA GROUP – ST. PETERSBURG, FL

Chief Marketing Officer

2024 – Current

Director of Marketing & Operations

2019 – 2022

C-level marketing executive overseeing marketing, communications, creative, events, digital strategy, and brand performance across all brand concepts. Manage \$500K annual budget, 4-person marketing division, events department, and 10-person corporate office.

- **Opened a new multi-concept location in 2 months** by leading demographic analysis, site viability assessments, brand activation strategy, and full launch execution that drove immediate community traction.
- **Rebranded and unified 5+ concepts**, elevating digital presence, customer engagement, and cross-brand consistency through upgraded creative standards, digital assets, and storytelling.
- **Designed integrated SEO, SEM, CRM, and email strategies** that expanded social reach, increased website conversions, and delivered measurable ROI across channels.
- **Led crisis response and reputation management, navigating community tensions, media scrutiny, and organizational risk**, including strategic coordination with Mayor of St. Petersburg, city officials, and community leaders.
- **Elevated brand visibility and revenue** by leading PR strategy that generated local and regional media coverage.

RM GLOBAL – TAMPA, FL

Executive Director of Marketing

2022 – 2024

Led e-commerce, communications, PR, digital strategy, and brand development for a biotech and wellness portfolio including Regenerative Processing Plant, Regener-Eyes, Social-Eyes, Regenerative Medicine Research Institute, and Fountain of Youth. Partnered with physicians, scientific teams, compliance, and operations to ensure accurate, credible, and compliant medical messaging across all channels.

- **Envisioned and developed the organization's first federal market entry strategy targeting the VA, DOD, and Indian Health Service**, expanding visibility and opening new pathways for regulated market engagement.

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- **Developed full Shopify ecommerce infrastructure**, integrating digital funnels, physician sales enablement, promotional systems, and conversion-optimized UX that reshaped customer acquisition.
- **Rebuilt corporate websites and transitioned portfolio from informational sites to revenue-producing digital channels** supported by SEO-driven content, video assets, and improved search visibility.
- **Achieved the highest CTOR in company history and strengthened national credibility** by refining audience targeting, optimizing creative, and executing proactive reputation and regulatory communications.

DATZ GROUP – TAMPA, FL

Marketing & PR Director

2015 – 2019

Directed PR, brand marketing, social media, and content strategy for a nationally recognized group with 9 locations. Positioned brands for large-scale media visibility, experiential activations, and viral social campaigns.

- **Pioneered PR and media strategy that secured national features on Good Morning America, Food & Wine, Netflix, Travel Channel, and Guy Fieri programs**, elevating brand visibility and reputation.
- **Generated 18K+ organic followers, millions of impressions, and a viral National Cheat Day campaign that surpassed 50M impressions** due to building out a highly successful social media and influencer strategy.
- **Drove creative and brand development for new concepts**, including menu design, content production, morning show demos, and the **launch of Dr. BBQ in partnership with celebrity chef Ray Lampe**.

FREEDOM SPORTS / ATWL DESIGNS – TAMPA, FL

Marketing Manager

2014

Led e-commerce, digital content, and graphic design for an athletic apparel and equipment brand, managing online sales, website updates, product merchandising, and creative assets that supported day-to-day revenue generation.

- **Elevated online visibility and sales performance by optimizing the e-commerce storefront**, improving product presentation, and delivering targeted digital content that enhanced customer engagement.

ARO GROUP – TAMPA, FL

Marketing & PR Consultant

2011 – 2019

Provided contract marketing, PR, and digital support for clients across retail, wellness, hospitality, and beauty, delivering creative, social, event, and brand development services tailored to each organization's needs.

- **Led launches, PR events, influencer activations, and digital content initiatives for diverse clients** such as GrillSmith, Burger 21, Bubble Down, The Wellness Group, and Alexander Dana Salon

ADDITIONAL EXPERIENCE | GROWTH-FOCUSED IMPACT

MEDIAGISTIC (Account Executive/Assistant Media Buyer/Intern): *Supported nationally recognized HVAC and outdoor equipment brands by executing media buys, managing account deliverables, and contributing to campaigns for clients such as Carrier, Bryant, and Husqvarna.*

EDUCATION

Bachelor of Arts, Communication — University of Tampa

Associate of Arts, Business — Hillsborough Community College

COMMUNITY LEADERSHIP

President, American Advertising Federation Tampa Bay (2021–2022)

ADDYs Gala Chair (2018–2021)

Leads & Luminaries Committee, St. Pete Chamber of Commerce (2024–Present)

Events Committee, Straz Center for the Performing Arts (Broadway Ball 2018)

TECH STACK

Salesforce Pardot | Shopify | WordPress | Wix | Adobe Creative Suite | Microsoft Office

Google Analytics | Meta Ads Manager | Hootsuite | Canva | SEO/SEM Tools | Trello | Monday.com