

# CHRIS DURSO

616 CHURCH ST. BOONTON, NJ 07005 / 973.224.7609 / CHRISDURSO@MAC.COM

## EXPERIENCE

- 11/19-NOW    DEBRAGGA AND SPITLER - JERSEY CITY, NJ  
DIRECTOR OF DIGITAL MARKETING AND CONTENT
- Develop strategy to increase DeBragga's brand awareness and revenue through traditional advertising, social media and email marketing.
  - Create and curate content for DeBragga's social media channels — Instagram, Facebook, Twitter and Pinterest. Graphic design and photography.
  - Affiliate and influencer acquisition.
  - Developing partnerships with brands for collaboration on industry events and cross-brand promotions.
  - Study analytics and implement strategy to improve DeBragga.com's SEO, web traffic and revenue.
- 10/18-11/19    D'ARTAGNAN - UNION, NJ  
DIGITAL MARKETING SPECIALIST
- Design and strategy of marketing materials for D'Artagnan's divisions of ecommerce, retail and foodservice
  - Art direction and editing of promotional videos. Developed dynamic ads for social media and Google ads
  - Redesigned D'Artagnan's email marketing program
  - Initiated the installation of D'Artagnan's digital asset management system for inter-office filing and traffic
- 3/18-10/18    NICOLOSI FOODS - UNION CITY, NJ  
SOCIAL MEDIA AND MARKETING COORDINATOR
- Created original content for Nicolosi Foods' social media platforms, including organic and paid
  - Recipe development for Nicolosifoods.com
  - Designed and developed NicolosiFoods.com, ecommerce and POS shop, incorporating Shopify
  - Original photography and graphic design support for sales materials and new business promotion
- 7/17 - 10/17    GOLDEN PLATTER FOODS - NEWARK, NJ  
SOCIAL MEDIA MANAGER, NEWARK, NJ
- Managed and maintained all social media channels -- Instagram, Twitter, Facebook, Pinterest
  - Created original content for all social media channels
- 11/09 - 7/17    FOODIGGITY.COM AND FOODNITEDSTATES.COM - BOONTON, NJ  
CREATOR/MAIN CONTRIBUTOR
- Original design, branding and social media management for food culture website and online shop
  - Curate content for daily blog that receives 100K+ visitors per month
  - Maintain Foodiggity's webstore -- including inventory, product descriptions, order fulfillment, customer service, advertising and affiliate program
  - Maintain The Foodnited States webstore and social media channels
- 9/97 - 11/09    1ST PHASE OF CREATIVE CAREER  
PRODUCTION ARTIST - SENIOR ART DIRECTOR

## EDUCATION

WILLIAM PATERSON UNIVERSITY, WAYNE, NJ  
BACHELOR OF FINE ARTS, GRAPHIC DESIGN, MAY 1997

THE INSTITUTE OF CULINARY EDUCATION, NEW YORK CITY, NY  
CULINARY ARTS, APRIL 2008