




WILLIAM D. SATURNO




CONTACT

 248 Boyden Street
Waterbury, CT 06704 - 1506

 203-437-0611

 wdsaturno@gmail.com

 promodog.com

 @PromoDog

CORE SKILLS

- Account Management
- Market Development
- e-business/e-commerce
- Inside Sales/Outside Sales
- Human Resources
- Warehouse Operations
- Merchandising Management
- Advertising Promotions
- Event Planning
- Presentations
- Procurement
- Community Organization
- Business Development
- Copy Writing
- Multi-Media Campaigns
- Public Relations
- Training and Development
- Education & STEM

PROFILE

DYNAMIC CUSTOMER-FOCUSED ACCOUNT MANAGEMENT PROFESSIONAL

Respected professional offering diverse experience in management, service, sales, media and broadcast communications. Personally Invited by the White House Office of Science and Technology Policy (OSTP) to participate and help facilitate starting the Nation of Makers Organization. Hands-on manager with proven ability to motivate staff to achieve peak performance. Team player who is always willing to pitch in. Excellent communication skills with forte for both creative and technical writing. Troubleshooter adept at identifying problems and implementing solutions. Well-organized and proficient at multitasking, prioritizing and goal setting.

EMPLOYMENT HISTORY

STEEPCRAFT – Torrington, CT & Menden, Germany

2016 – PRESENT

Production Director

- Created, managed and oversaw the company's new production line of automated CNC Equipment.
- Hired, trained, and managed a staff of technicians for new line.
- Created sample projects from machinery that were video recorded, edited and published for promotional use.
- Planned, created, and assisted in online and live on-site promotions and advertisements.
- Sold CNC machines and accessories to consumer and business accounts.

CT HACKERSPACE – Watertown, CT

2010 – PRESENT

President / Co-Founder

- Run day to day operations of Connecticut's first hackerspace, an all volunteer community workshop and education center.
- Past liaison to consult with Connecticut State government in providing insight to the maker movement
- Actively involved in creating a grassroots organization. CTMakers, for the benefit of hackerspaces / makerspaces in the state working together for the greater good of all spaces and their own communities.
- Invited to White House and selected to be help facilitate starting the *Nation of Makers* Organization
- Actively involved with the transitioning team to bring *Nation of Makers* into a national 501c3 organization.
- Regional ambassador of *Hackster*, a community dedicated to learning new cutting edge hardware technology.

BOAR'S HEAD – (D&R Provisions – Brookfield, CT /
Cross Island Provisions – Essex, CT)

2004 – 2016

Account Executive

- Cross Island specifically: Assist in transition from the closing of D & R Provisions
- Provide sales, service & support for Boar's Head product line for up to 40 accounts including IGA stores, C-Town, Stop & Shop.
- Serve as first contact for customer service issues. Troubleshoot problems in a timely and diplomatic matter.
- Actively prospect to establish new business accounts with diverse sources such educational institutions, small delis and sandwich shops. Increased clients accounts by 37%.
- Assist clients with product selection and creative merchandising.
- Generate monthly Excel report of supermarket sales for Boar's Head Regional Manager.
- Provided key support to software company in development of output file for sales data.

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EDUCATION

STATE UNIVERSITY OF NEW YORK,
New Paltz, NY

Bachelor of Science – Communications
Media Management (1994)

NEXTEL – THE CUSTOMER CENTER – Fairfield, CT

2002 – 2003

Multi Store Manager

WIRELESS CONNECTION – Newtown, CT

1999 – 2002

Manager

WORLDWIDE ELECTRONICS – New Milford, CT

1999 – 1999

Store Manager

GRIT INTERNET BROADCASTING – New York, NY

1998 – 1998

Sales/Marketing Representative

- Sold radio commercials and web page banner space for pioneering Internet radio venture.
- Coordinated and negotiated purchase of specialty advertising products to promote station.
- Provided key technical assistance with studio work, audio streaming and remote engineering.
- Acted as substitute host for on-air technology related programs.
- *Orchestrated logistics for Tour D'Grit national marketing tour culminating in high profile exposition (Fall Internet World) at Jacob Javits Center in New York City.*
- *Implemented and negotiated barter arrangements resulting in savings of over \$10,000.*

WRKI/WAXB/WINE/WPUT – Brookfield, CT

1994 – 1997

Promotions and Marketing Director (02/1995 – 9/1997)

- Administered all non-music functions including budgets, live events, design, and station advertising on other media such as billboards, television, print media and other promotional material.
- Steered successful marketing campaigns including Mini Grand Prix and Beach Dig. Orchestrated design of marketing materials including cross-promotional tie-ins and exterior racecar design.
- Wrote commercial copy and ensured deadlines were met. Created in-house commercial advertisements and station branding.
- Directed new station logo design team.
- Selected by Management to serve in a capacity of **Interim Program Director** during absence of Program Director. Provided wide variety of broadcasting functions including technical support, radio program production along with acting as on-air talent.

Sales Assistant

- Oversaw new account development. Met with prospective clients, identified and discussed needs and promoted radio as a highly effective marketing solution.
- Presented outlines of programs and advertising opportunities.
- Wrote proposals and coordinated commercial copywriting and production.
- Prepared promotional plans, sales literature, time rates and sales contracts.
- Acted in a capacity of **PC Network Supervisor**.
- Oversaw daily maintenance, upgrading and debugging of Novel Network. Facilitated PC and software training for staff.

Associate Producer

- Assisted with morning show reporting to Program Director and morning show talent.
- Coordinated interviews and appearance with authors, celebrities and talent agencies. Advised on-air talent of potential questions; Assisted with writing comic segments.