




WILLIAM D. SATURNO




CONTACT

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 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 MANAGEMENT PROFESSIONAL ACTIVE IN THE MAKER ECOSYSTEM

Over a decade experience actively involved in the maker community. Pioneer in fostering community growth in the maker movement with positive results in cities across Connecticut. Personally invited by the White House Office of Science and Technology Policy (OSTP) to participate and help facilitate starting the Nation of Makers Organization. Respected professional offering diverse experience in management, service, sales, media and broadcast communications. Hands-on manager with proven ability to motivate staff to achieve peak performance. Well-organized and proficient at multitasking, prioritizing and goal setting.

EMPLOYMENT HISTORY

BOYS & GIRLS CLUBS – Hartford, CT

2020 – PRESENT

STEM Makerspace Coordinator

- Create and operate day to day makerspace engaging Hartford's youth to reach their full potential as productive, caring, and responsible citizens.
- Generate maker curriculum designed and dedicated for youth to create, tinker, discover, and invent using a variety of tools and materials.

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.

STEEPCRAFT – Torrington, CT & Menden, Germany

2016 – 2019

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.

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EDUCATION

STATE UNIVERSITY OF NEW YORK,
New Paltz, NY
Bachelor of Science – Communications
Media Management (1994)

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.

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

WRKI/WAXB/WINE/WPUT – Brookfield, CT

1994 – 1997

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

Sales Assistant

Associate Producer