



DIONISIOS FAVATAS

DIGITAL DEVELOPMENT EXPERT & MARKETING EXECUTIVE

CONTACT

 diostudios@gmail.com

 202.630.5346

 [LinkedIn](#)

AREAS OF EXPERTISE

MARKETING & ADVERTISING

DIGITAL MEDIA PRODUCTS

STRATEGIC DEVELOPMENT

MARKETING LEADERSHIP

CAMPAIGN STRATEGY & MANAGEMENT

BUSINESS INTELLIGENCE

DIGITAL BRAND MANAGEMENT

AUDIENCE SEGMENTATION & ENGAGEMENT

MESSAGING DEVELOPMENT

PROFIT & LOSS MANAGEMENT

TEAM BUILDING & DEVELOPMENT

ARTIFICIAL INTELLIGENCE (AI)

AUTOMATION

BUDGET & RESOURCE MANAGEMENT

PROCESS IMPROVEMENTS

EDUCATION

MS, STRATEGIC MARKETING
Cranfield University

BS, BUSINESS ADMINISTRATION; INT'L BUSINESS & FINANCE
Rochester Institute of Technology

SUMMARY

Results-driven digital transformation agent, thought leader, and marketing executive with 16+ years of experience navigating the complexities of campaign-centric marketing and advertising efforts—supporting diverse organizational missions and fostering success through the integration of creative, data-driven strategies and solutions designed to drive growth and engagement

An award winning marketing powerhouse skilled at leveraging an aptitude for creative ideology, innovation, and compelling storytelling to effortlessly garner engagement and growth that delivers ground breaking results, facilitates change, and elevates the success of meaningful initiatives

CAREER HIGHLIGHTS

Spearheaded the integration of a compelling national messaging development initiative designed to drive engagement and garner support for a life-saving campaign, **achieving a consistent lead capture rate of 1080%**

Engineered truth® campaign's first-ever customer data platform (CDP) to improve data management frameworks that process more than 1B consumer data points to optimize ad spend and creative optimization, **driving \$14M in media reinvestment**

Led the development, design, and implementation of truth® campaign's identity resolution solution—moving the campaign beyond 3rd party cookies with a primary focus on 1st party data for targeting, media activation, and attribution in conjunction with developing a cookie-less data lake which is now leveraged for multi-touch attribution (MTA) analysis across paid, owned, and operated channels

Utilized new data structures to engage a targeted audience and build a base of 1M+ subscribers, reducing spending, eliminating waste, and facilitating education that saved more than 2.5M lives

PROFESSIONAL EXPERIENCE

JPMorgan & Chase & Co. | Wilmington, DE | Jun 2021 - present

EXECUTIVE DIRECTOR, FIRMWIDE MEDIA AREA PRODUCT OWNER

- Stepped into a role leading the stand-up and build out of the AdTech and MarTech product team supporting all paid media initiatives
- Oversees in-app and multi-touch attribution platforms used to conduct media-mix-modeling that reduce costs and optimize media plans across channels
- Leverages operational leadership, digital development, and media marketing expertise to direct the engagement and optimization of the firm's CDP and identity resolution solution that ensures paid media operations continue in a cookie-less world
- Prioritizes and monitors the use of resources to ensure timeline, budget, and quality standards are met—directing budget oversight for Firmwide Media's book of work across AdTech and MarTech platforms and tools that support paid media engagements

Truth Initiative | Washington, DC | Nov 2015 - Sep 2021

VICE PRESIDENT, MARKETING, DATA, & TECHNOLOGY (NOV 2019 - SEP 2021)

- Successfully implemented a strategic direction for in-sourcing digital media, programming, and marketing initiatives, forecasting a \$4M annual reinvestment through cost saving and alignment
- Led the restructuring of internal AdTech and MarTech stack frameworks to optimize future go-to-market activations for the award-winning truth® campaign across digital marketing channels
- Directed a cross-functional team responsible for building fully scalable paid, owned, and operated media structures and tech stacks including Salesforce (SFDC), GMP, and others
- Oversaw audience framework data structures and organic/biddable media activations—engineering an identity resolution process in support of identifying funnel optimization strategies

PROFESSIONAL EXPERIENCE

MANAGING DIRECTOR, DIGITAL MARKETING (NOV 2015 - NOV 2019)

- Served as the lead strategist and digital architect behind Truth Initiative's brand, truth®, introducing a digital marketing strategy that supported long-term engagement across multi-channel campaigns
- Built 10-person team comprised of marketing, automation, and data analytics specialists responsible for engaging digital content integration and driving innovation throughout the management and delivery of valuable projects and initiatives
- Dramatically improved brand awareness through the successful execution of omni-channel campaigns—utilizing email marketing, social media, and digital advertising collateral focused on personalizing the audience experience
- Led campaign personalization, automation, and artificial intelligence marketing initiatives, ensuring compliance with global privacy laws and regulatory policies while strategically developing engagement frameworks with targeted audiences in mind

EXTERNAL ADVISOR, STRATEGIC COMMUNICATIONS, *Renovating Hope (Pro-Bono)* | Washington, DC | Jan 2014 - Jan 2017

PRINCIPAL, INTERACTIVE MARKETING, *Intelsat* | Washington, DC | Jan 2014 - Nov 2015

DIRECTOR, INTERACTIVE & SOCIAL MEDIA, *NewDay USA* | Fulton, MD | Jan 2013 - Dec 2013

MANAGING DIRECTOR, DIGITAL MEDIA, *CLS Strategies* | Washington, DC | Jun 2010 - Dec 2012

INTERACTIVE MARKETING MANAGER, *Strayer University* | Washington, DC | May 2009 - May 2010

DIRECTOR, STRATEGIC PARTNERSHIPS, *TMP Worldwide* | Washington, DC | Jun 2006 - Sep 2007

SENIOR INTERACTIVE STRATEGIST, *TMP Worldwide* | Washington, DC | Oct 2004 - Jun 2006

PROFESSIONAL DEVELOPMENT & SPECIALIZED TRAINING

ARTIFICIAL INTELLIGENCE MANAGEMENT, *Georgetown University*

MANAGEMENT INFORMATION SYSTEMS, *Rochester Institute of Technology*

DDI TARGETED SELECTION BEHAVIORAL INTERVIEWING, *Strayer University*

DALE CARNEGIE SALES ADVANTAGE, *Dale Carnegie Training*

PROFESSIONAL AFFILIATIONS

MEMBER, INTERACTIVE ADVERTISING BUREAU

MEMBER, AMERICAN MARKETING ASSOCIATION (AMA)

MEMBER, DIRECT MARKETING ASSOCIATION (DMA)

AWARDS & RECOGNITION

EFFIE AWARDS FINALIST - MARKETING INNOVATION SOLUTIONS, 2021

EFFIE AWARDS FINALIST - POSITIVE CHANGE: SOCIAL GOOD - NON-PROFIT, 2019

EFFIE AWARDS FINALIST - DISEASE AWARENESS & EDUCATION: NON-PROFIT, 2019

EFFIE AWARDS FINALIST - ONLINE MARKETING, ACTIVISM, AND PUBLIC SERVICE, 2018

TOP 15 MARKETERS IN BUSINESS INTELLIGENCE, 2018

SHORTY AWARDS FINALIST - HUMOR, 2018

INTERNET ADVERTISING COMPETITION (IAC) AWARD FOR OUTSTANDING ACHIEVEMENT, 2017

AMA 4 UNDER 40 EMERGING LEADERS, 2017

SHORTY AWARDS FINALIST - NGO, 2017

OMMA AWARDS - BEST LIVE MOMENT, 2017

DMN 40 UNDER 40, 2016

DIGIDAY - TOP 100 DIGITAL CONTENT MARKETING INFLUENCERS (13TH), 2016

OMMA AWARDS FINALIST - INTERACTIVE CREATIVE, 2016

ACCREDITED MASTERS PRIZE - BEST MASTER DISSERTATION, 2009

SPEAKING ENGAGEMENTS

Dionisios Favatas of the [Truth Initiative Discusses How Identity Resolution Powers Public Service Campaigns](#)

[Metrics for Measuring Impact](#) - Dionisios Favatas, Truth Initiative - Agents of Change Summit

[Use Mobile Marketing & Data Analysis To Reach Your Gen Z Audience](#)

[AI Is Evolving Nonprofit Digital Marketing Strategies](#)

[Powering Content Marketing & Creative By Leveraging The Power Of Big Data](#)

[How to Turn A Message Into A Moment Using Mobile Marketing](#)