

TRITIA M. POCCI

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▶ DEVELOPMENT ▶ IMPLEMENTATION ▶ MARKETING ▶ PHILANTHROPY

USE MY EXPERIENCE TO CREATE YOUR VISION

Innovation and marketing creative available to join your team

I'm here to help formulate, implement, and monetize your goals. With over 25 years' experience orchestrating commercial projects; developing and implementing life changing philanthropic programs; as well as creating traditional and digital media, my skill-set and resources produce successful results.

CAREER SUMMARY

Employed in the entertainment and philanthropy industries; I am accustomed to working on location and from home; areas of expertise are development and marketing.

SKILLS

- ▶ Strategy and implementation
- ▶ Engaging consumer markets and target audiences
- ▶ Developing campaigns for adoption, advocacy and education
- ▶ Creating traditional and digital media

TALENTS

- ▶ Needs assessor, solution architect, concept developer and implementation director
- ▶ Networking flair with a talent for courting and maintaining strategic alliances
- ▶ Knack for organizing dynamic events, diverse personalities and varied needs into a desired goal

EMPLOYMENT SUMMARY

[TritiaPOCCI.biz](#), 1985 – Present

PROJECT ADMINISTRATION | MARKETING COLLATERAL

Venture growth or reorganization, project administration; campaign strategy, development and implementation, media production

[IntegrAID Inc](#), 1994 – Present

MANAGING DIRECTOR & PRESIDENT

DEVELOPMENT GRANTS \$412K | IMPLEMENTATION FUNDING \$1.4M

Corporate direction, funding and partnership agreements; project development and implementation, marketing and adoption strategies, media production

EDUCATION

Professional experience in project development, implementation and administration
Over thirty years creating and producing marketing campaigns and media
Art Center College of Design, Pasadena CA - entertainment design and media practices
Peninsula College, Monterey CA - photography, graphic arts and communications

KEY SKILLS

INNOVATION

Mission Focused

MARKETING

Commercial Growth
Engagement & Adoption
Education

IMPLEMENTATION

Project Evaluation
Development
Production
Deployment

MEDIA

Digital Media
Traditional Collateral
Imagery
Messaging Content
Editing

TECHNICAL

Research & Data Mining
Digital Campaigns
Account Maintenance

DETAILS & EXAMPLES

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