

# NILTON DUQUE

*eCommerce Manager, Online Marketing  
Business Development*

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## *Summary*

eCommerce Manager and Interactive Marketing Guru, Nilton Duque is a new-age marketing specialist with expertise in Strategy, Design, Development, and Management. Nilton has worked with multiple marketing & advertising disciplines including Search Engine Optimization, Creative, eCommerce, Project Management, Branding, Social Media Marketing and Email Marketing to name a few. As a self-starting “e-trepreneur”, he has worked with established brands and startups across a series of industries. His extremely diversified set of skills provides for a dynamic and versatile impact in an in house or agency environment.

## *Specialties*

Internet / Online Marketing  
eCommerce  
Creative Direction  
Graphic / Web / User Interaction Design  
Operations - Business Development  
Brand Development / Strategy  
Web Development / Project Management  
Search Engine Marketing / Optimization

## *Skills*

- Marketing Strategy
- Creative Strategy
- Web Project Management
- Front-end Development
- Branding Development
- Business Development
- Open Source Development
- Web Design
- Graphic Design
- User Interface Design
- HTML + CSS
- Joomla
- Magento
- Wordpress
- eCommerce
- SEO
- Email Marketing
- Social Media Marketing
- Copywriting
- Lightroom
- Photo Editing

## *Experience*

**Area Media Group**  
Managing Director

**09 / 2008 - Present**

- Brand Development, Online Strategy, Design, and eCommerce Agency
- Execute Planning, Design, Development, Management of 20+ Website Deployments
- Work with Startups and Established Brands to Build Presence On / Offline
- Fulfill roles in operating Agency: Account Relations, Design, Development, Project Management
- Strategic consulting and long term marketing communications
- Retain lasting relationships with clients, service providers, and freelancers
- Utilize CMS Platforms streamlining development, lead times and delivery for clients
- Create / maintain media strategies for client brands, with corresponding budgeting
- Train client in-house teams to modify site content and applications

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## GraduationSource eCommerce / Marketing Manager

01 / 2008 - Present

- Report directly to President on Site Metrics, ROI, Budgeting and project management
- Member of Executive Team, driving revenues +80% in three years
- Manage eCommerce Website Generating \$1M+ / Year
- Increased Online Traffic in 3 Years to 380,000+ Unique Visits in 2010
- Increased Online Revenues 82% in 2010
- Drive eCommerce discussion and engagements in areas of Order Management & Customer Service
- Develop and manage Brand / Marketing Strategies, Customer Analytics and Reporting
- Manage large scale site deployments and application development
- Obtained first page search rankings on Google for 20+ Top-Tier Keywords
- Develop and Execute Six-Figure yearly marketing budget
- Executed full corporate brand restructuring (repositioning and operational mapping)
- Develop and execute online / offline promotional campaigns
- Manage in-house team including: SEO, Design, Development, R & D, UI, UX
- Member of implementation team for BlueCherry ERP System
- Direct in house sales staff (Campaign Development, Materials, Scripting, Strategy)
- Develop customer retention campaign
- Develop and managed productivity / KPI Metrics for team
- Serve as Executive Liaison for Large Accounts Acquisition / Retention
- Manage eCommerce portal program (Development, Management, Integration of Online Ordering Portal for 50+ Educational Institutions)
- Creative direction and approval for all public media (Print & Digital / B2B & B2C)
- Developed B2C model for cross selling products after initial data capture

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## *Education*

### Iona College Bachelor of Business Administration, Marketing

2006 - 2010

- Iona College Marketing Club : Executive Board Member
- Golden Key International Honor Society : Iona College Chapter

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## *Languages*

- English (Native or bilingual proficiency)
- Portuguese (Native or bilingual proficiency)
- Spanish (Professional working proficiency)