

# Marco P. Cucci

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## QUALIFICATIONS

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- 10 years experience in corporate and government Website design, strategy and promotion
- Developed unique, diverse, award-winning Website for 2nd largest municipal electric utility in the nation
- Ability to plan and manage multiple projects that favorably shape the perception of an organization
- M.A. with Distinction in Media Management & Communications. Dual B.S. in Marketing & Management

## PROFESSIONAL EXPERIENCE

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### The Long Island Power Authority, Uniondale, NY

August 2001 - Present

Director of Internet Strategy & Website Development	2010 - Present
Manager, New Media Development	2006 - 2010
Internet Development Coordinator	2003 - 2006
New Media / Media Relations Assistant	2001 - 2002

*Responsible for the ongoing design, technical development and metrics of company's online presence. This includes LIPA's Website, [www.lipower.org](http://www.lipower.org), online marketing campaigns, and social media channels. Set and control standards for site-wide user interface, content, typeface, navigation, graphics and overall site design.*

- Awarded #1 Top Honors, Eastern Utility Web site in 2007, among 111 public/private utilities nationwide
- Developed successful social media strategy utilizing Facebook, Twitter, LinkedIn, Flickr, Youtube
- Increased site exposure 220% through optimization, domain acquisition and social media marketing
- Supervised the development of LIPA's mobile website and texting communication strategy
- Managed the development of LIPA's interactive outage reporting system for company-wide service grid
- Administered the successful implementation of NYS Executive Order 3 - Promotion of Public Access to Government Decision Making, through the use of Webcasts, Podcasts, and RSS feeds
- Assisted in the development of LIPA's online account management section
- Assist the Communications department by writing, preparing and disseminating information to the public and media, through multiple mediums. This includes electronically distributing and posting press releases, photos, and videos, as well as being a utility spokesperson

### General Semiconductor Inc., Melville, NY

1999 – 2001

#### Internet Marketing Analyst

*Designed the company's Internet/Intranet/Extranet sites. Maintained search engine rankings and all aspects of Internet/Intranet content. Researched industry related sites for competitive analysis purposes.*

- Increased site exposure 134% through optimization, domain acquisition and targeted pages and ads.
- Designed, developed and maintained multilingual corporate Internet/Intranet infrastructures.
- Set standards for logos, icons, navigation, site-wide interface, color and typeface.
- Coordinated corporate departments in developing and managing content on the Intranet.

## EDUCATION

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- Master of Arts in Professional Communication, *Corporate Communications | Media Management*  
New York Institute of Technology, Brookville, NY, 2006  
Summa Cum Laude w/ Distinction, GPA 4.0
- Bachelor of Science, *Business Administration, Marketing | Management*  
Long Island University/C.W. Post, Brookville, NY, 2000  
Summa Cum Laude Major: GPA 4.0