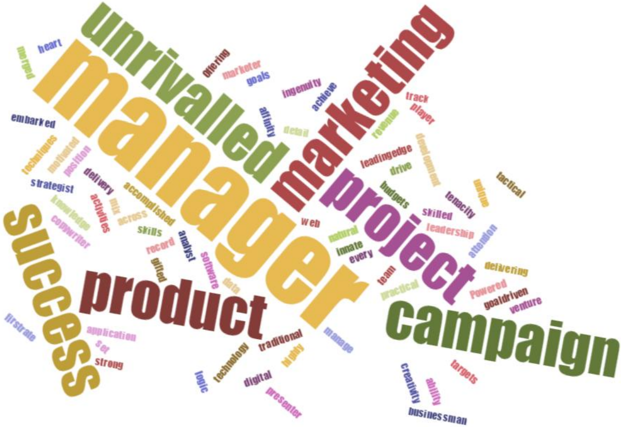
# FRANCO DE BONIS

## The Infographic

Everything You Need To Know


unrivalled
manager
marketing
project
success
product
campaign
heart
merged
embarked
techniques
motivated
position
strategist
delivery
knowledge
copywriter
activities
mix
across
accomplished
skills
record
gifted
analyst
software
data
offering
marketer
goals
ingenuity
achieve
affinity
detail
track
player
revenue
leadingedge
drive
development
budgets
tenacity
unique
tactical
web
natural
innate
every
skilled
leadership
attention
delivering
team
practical
Powered
goaldriven
venture
firstrate
application
set
strong
traditional
technology
highly
logic
digital
presenter
manage
creativity
ability
targets
businessman

An accomplished marketer, campaign manager, product manager and project manager. Powered by a first-rate knowledge of practical and tactical marketing techniques (across both traditional and leading-edge digital marketing activities), product & software development and web application project delivery.

A skilled businessman and strategist whose ability to set and achieve goals, manage budgets, drive revenue targets and a natural affinity with technology, is at the heart of my success.

A gifted presenter, copywriter and data analyst, delivering a unique mix of creativity and logic and an unrivalled attention to detail.

## Offering a strong track record of success in every position, campaign and venture embarked upon.

## The Marketing Agency Owner...

# 5 AMAZING Facts

WOW!

## ABOUT MY Digital Marketing Agency

#1 Total Websites Developed & Hosted – c.1,000

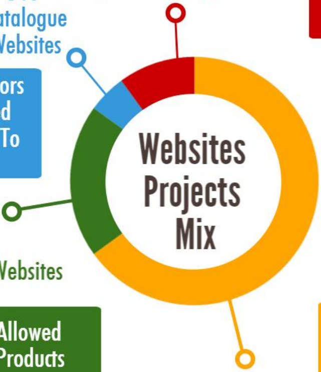
#2 Size Of Agency Team - 12

#3 Value Of Projects – €1K To €100K

#4 Average Annual Net Margin – 10%

#5

**Revenue Generated By My Start-Up In 7 Years Prior To Acquisiton - c.€2.5M**



10%
Bespoke Web Applications

**Custom Coded & Designed Online Applications**

5%
Catalogue Websites

**Websites That Allow Visitors To Browse A Categorised List Of Products But Not To Buy Them**

20%
E-Commerce Websites

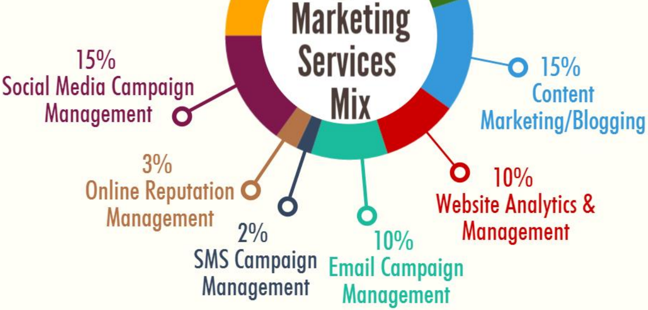
**Websites That Allowed Visitors To Buy Products Or Services**

65%
Brochure Websites

**Websites That Promoted The Company Or Services**

30%
Online Ad Campaign Management

15%
Search Engine Optimisation



## Worked With Some Fantastic Clients

Hyundai Cars Ireland

Marie Keating Foundation

Impact Trade Union

Bord Bia

U Store It

**The Brand/Product/Marketing Manager...**

# 5 AMAZING Facts

AWESOME

# ABOUT MY Corporate Achievements

1

## Marketing Budget

Managed a global marketing campaign with a $12M budget

2

## World's First Hard Disk MP3 Player

Before IPod there was the Creative Jukebox (a revolution for its time) and I got to launch it into Europe, in 2000; enjoying sales of €12M in Yr1

CREATIVE
NOMAD

CREATIVE
Sound
BLASTER
5.1

3

## Tier 2 OEM Program

Developed a sales and marketing support program that generated $10M in quarterly sales

## 4

## Platinum Partner Program

Designed and launched this program to leverage co-marketing opportunities with key games publishers. Delivered over 100% growth in high-end audio card sales.

SOUNDS BEST ON
Sound BLASTER
X-Fi XTREME FIDELITY
TECHNOLOGY

## 5

## Sound Blaster X-Fi

Sound
BLASTER
Xtreme Fidelity
X-Fi
An Audio Experience Beyond Imagination...
Xtreme
Fidelity

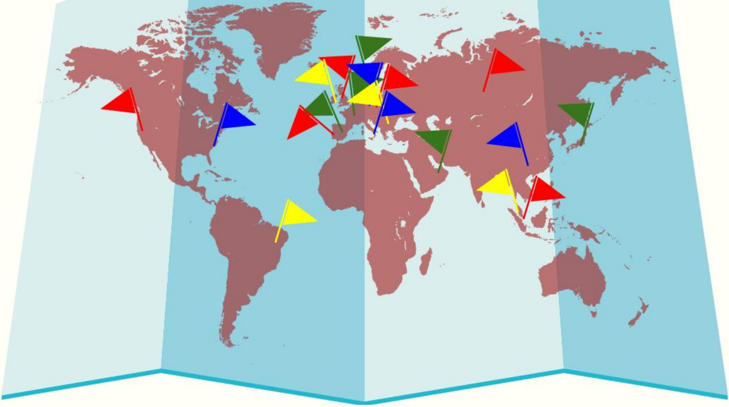
2 years in the making and the most successful launch in the history of the company

Global sales topped $27M in the launch quarter – over 50% growth from the previous equivalent quarter

# Global Experience

Coordinated Product Development, Logistics, Sales and Marketing Functions Across All Continents

Managed Teams Across Multiple Time-Zones



# WHAT OTHERS *Say*

Franco, in his management role at Creative was a true driver with in depth knowledge of his product category and of the market, he is also an exeptional presenter.

...Franco initiates some of the most creative marketing and PR initiatives which were deployed across all European countries.

Franco...is the type of person that you send out to talk to media when the rest of the board of directors are hiding in fear...

...a dedicated, hard working, creative and above all charismatic manager. He is a good communicator, has very good interpersonal skills and listens to all ideas and feedback.

Franco's understanding of his business and his ability to explain things in simple layman's terms are exceptional. I can honestly say that Franco's influence was integral in many of the projects we managed to secure...

His marketing intelligence and technical understanding of our industry is excellent. He constantly had new (worthwhile) ideas for campaigns and followed them through with success.

...excellent ability to build rapport with people and to evangelize the development of web / internet technologies over multiple years. Franco speaks well, interacts well, builds strong relationships and teams, and is a keen businessman. He stands out from the crowd as someone whose opinion is highly valued.

Franco is the type of person that makes things happen no matter what, from making people love their work, or to learn a new type of software/product and to educate and sell it.

If I had a deadline Franco was always on hand to help me in whatever capacity he could. Not everyone is like this but Franco understood the benefit of everyone rowing in to get the desired result.

See All Complete Recommendations On My LinkedIn Profile

FOR MORE INFO, VISIT:
WWW.FRANCODEBONIS.EU

or one of the social sites below:

/francodebonis

/SanityMarketing

/Franco.De.Bonis.Business.Official

## WANT TO TALK? CONTACT ME:

☎ 087 132 5046

fdb@francodebonis.eu

powered by
Piktochart
make information beautiful