

JULIE A. DELMASTRO
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PROFESSIONAL EXPERIENCE

MVP Health Care

Senior Marketing Specialist

Schenectady, NY

2016- April 2017

- Worked with team to identify, develop, and utilize communication vehicles to reach the targeted audience.
- Created, planned and provided communication solutions designed to help retain existing members and acquire new membership.
- Implemented communication and marketing tools and solutions to expand MVP's brand exposure.
- Organized Community Partner events that announced market presence in expansion territories.
- Managed retail space locations and ensured marketing efforts met corporate brand guidelines and drove acquisition.

Big Brothers Big Sisters of Massachusetts Bay

Development Officer

Boston, MA

2015–2016

- Developed strategies and executed an annual fundraising plan that included prospect identification, cultivation and solicitation.
- Built and managed a portfolio of corporate and foundation donors.
- Helped to launch and develop sponsorship opportunities for Mentor 2.0, a new and innovative high-tech mentoring program.
- Worked with board members to secure corporate funding for Mentor 2.0 with the goal of raising \$250,000 in new revenue.
- Utilized data management system for prospect and donor management and provided regular reporting and analysis to review progress and guide strategy.

City Year Boston

Director Corporate Development

Boston, MA

2013-2015

- Managed the Corporate Development department and implemented strategies in order to meet our team's annual revenue goal of \$6.2 million.
- Cultivated, solicited and managed a diverse portfolio of current, past and potential partners with a goal of securing over \$2 million in sponsorship revenue.
- Identified major businesses' philanthropic interests and implemented targeted strategies that engaged donors in City Year's work through their investment of time, advocacy and financial support.
- Engaged company representatives in events, site visits and service projects to deepen their commitment to the organization and secure their long-term support of City Year's growth plan.
- Developed and led efforts for corporate support recognition at City Year events and in marketing materials.
- Maintained accurate records and achieved monthly targets on donor cultivation, solicitation and stewardship activities.
- Served as an influential City Year Boston representative at local corporate and community functions.

Continued

Comcast SportsNet New England (CSN) & New England Cable News (NECN)
*Director Affiliate Sales*Burlington, MA
2009–2013

- Acquired new clients and negotiated contracts resulting in an increase of revenue from \$60 million in 2009 to \$128 million in 2013.
- Managed income flow of over \$100M in highest producing department in company.
- Exceeded revenue targets in subscriptions by facilitating client renewals and launches.
- Developed innovative marketing programs and delivered effective proposals that increased partner awareness.
- Prepared and managed affiliate program budgets and quarterly revenue forecasts.
- Hosted 200 media members and senior affiliate executives for a full day of entertainment, watching practice and a reception with the players during Annual Celtics Appreciation Day.
- Created client hospitality and CSN and NECN presence at industry events and conferences.
- Launched High Definition product marketing program for CSN and NECN that created demand and drove subscribers.

Comcast SportsNet New England (previously Fox Sports New England)
*Affiliate Relations Manager*Burlington, MA
2002-2009

- Presented affiliate product trainings to all customer service representatives and technical engineers.
- Sustained viewership as 2 of the top 5 most watched local networks on VOD.
- Hired and managed staff for network promotions and special events.
- Led efforts to create print and broadcast ads, promotional materials and signage.
- Coordinated and planned a VIP client trip to Red Sox training camp and broadcast, resulting in 100% contract renewals.
- Created database detailing cable company receiver metrics to isolate problems quickly.
- Provided subscriber data and revenue support to Affiliate Sales department and corporate accounting.

EDUCATION**Marist College** Poughkeepsie, NY*B.A., Communications; Concentration, Advertising***VOLUNTEER GROUPS****Back On My Feet, Boston Chapter, bomf.org**
*Team Member***2010-2011**

- Ran with residents from homeless shelters 3 days a week and developed relationships with participants to motivate and encourage their confidence and independence.

Horizons for Homeless Children, horizonsforhomelesschildren.org
*Playspace Activity Leader***2012-2015**

- Prepared and led activities, games, and projects with children in Family Shelters, Teen Parenting Programs, and Domestic Violence Programs.
- Promoted positive interactions
- Maintained communication with shelter staff, Playspace Programs Manager and volunteer partners.

PROFESSIONAL AFFILIATIONS*Member, Boston Chamber of Commerce*
*Member, Albany Chamber of Commerce***2014**
2017