

JOSEPH LAMURAGLIA, MBA

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MARKETING AND COMMUNICATIONS EXECUTIVE – DIGITAL | BRAND | INTEGRATED

An accomplished leader with strong business acumen and intellectual curiosity that is always looking to learn. Known for a diverse skill set that transcends traditional marketing and communication roles. Has a long history of success designing and implementing creative and innovative strategies to support global business goals.

SIGNATURE STRENGTHS & COMPETENCIES

Leadership and Management
Integrated/Digital Marketing
Brand Strategy & Management
Social Media Strategy
Design Thinking

Media Relations
Crisis/Issues Management
Diversity & Inclusion Initiatives
Entrepreneurial Mindset
Event Planning and Activation

Storytelling/Messaging/Press Releases
Content Strategy & Management
Product Strategy
Resource/Budget Optimization
Market Research & Intelligence

FUNCTIONAL EXPERTISE

Communications - Corporate, Brand, and Product Public Relations/Social Media

Over 15 years of public relations expertise at both a small technology start-up and a large multinational company (GM). In 9 years at General Motors, I managed the GM corporate social media strategy, grassroots communications, product and brand PR for GMC, broadcast communications strategy in NY including C-Suite executive opportunities with national broadcast outlets and ultimately led Chevrolet brand and product PR on the east coast.

Entrepreneurial/Start-Up Experience

Founded and managed the first LGBTQ-focused automotive review site (Gaywheels.com) in 2005 and ran it until 2010. As a founder I wore many hats including designing the site, running the content management system, editorial content development and publishing, monetization and the overall growth strategy for the site including SEO, advertising, and lead generation. Achieved profitability in second year.

Market Research, Analysis and Product Strategy

As a member of the Advanced Planning and Strategy team at Nissan North America, I drove future product recommendations for the U.S. based on market and customer segmentations. I managed ethnographic and psychographic research to ascertain unmet consumer needs and identify unique segment opportunities for both Nissan and Infiniti. At Toyota, I worked as a member of the market research team to garner insights on product and marketing strategies. I also revamped the product development process at Toyota Racing Development to better align their product offerings with those of the parent company.

Digital Marketing, Content and Advertising

At Toyota I was part of a skunkworks that leveraged the early web to gather consumer feedback to products being considered for the Scion brand. I took that new web experience to Edmunds.com where I launched the first automotive mobile site in 2001. I created the first mobile automotive content, advertising, mobile lead generation and monetization strategy six years before the proliferation of smart phones. I was then recruited to run Volvocars.com/us and increased their internet lead closing rate from 7% to 14%.

Diversity & Inclusion

During my time running Gaywheels.com, I leveraged the data I gathered to advise various automotive companies on their outreach to the LGBTQ consumer. At GM, I was handpicked to run LGBTQ outreach as part of the Diversity & Inclusion group. I designed boutique outreach events that reached millions of LGBTQ consumers through social media and specialty outlets and ultimately increased LGBTQ-ownership of GM products 108% from 2011–2015. I also developed diversity-focused content for internal communications as well and advised the internal team on LGBTQ topics.

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General Motors, New York, NY **2016 - 2019**

Head of East Coast Product and Brand Communications, Chevrolet

Managed product, brand, and technology communications for the eastern US. Led a team of 12 to curate and disseminate compelling narratives that resonated across all media. Achieved a 100% loan-to-coverage ratio. Acted as the product spokesperson for all media channels including national broadcast, radio, and print.

General Motors, New York, NY **2013 – 2016**

Head of Broadcast Communications

Lead an agency team of eight to identify corporate, brand and consumer stories that resonated with broadcast media. Facilitated executive and product exposure in national, NY metro and major east coast media outlets. Served as the on-camera brand and corporate spokesperson for major broadcast networks.

General Motors, Detroit, MI **2010 – 2016**

Diversity & Inclusion Communications, Head of LGBTQ Communications

Spearheaded and implemented innovative experiential activities that raised awareness of GM's products among LGBTQ influencers and media in key markets. Produced the first video by an automotive company for the It Gets Better Project (<https://itgetsbetter.org/>). Advised internal communications on LGBTQ subjects.

General Motors, Detroit, MI **2011 – 2013**

Head of GMC Communications

Managed the communications team, agency and vendors in execution of major product reveals and drive programs with the goal of earning the maximum media coverage. Coordinated with GMC marketing to align and leverage communication and marketing strategies for existing and future product.

General Motors, Detroit, MI **2010 – 2011**

Corporate Social Media and Grassroots Communications Manager

Led a team of three to cultivate the GM brand messaging on social media leading up to the new GM IPO post-bankruptcy. Supervised the grassroots communications efforts for 4 brands in five regional offices.

Targeted Diversity Marketing, LLC, River Edge, NJ **2005 – 2010**

Founder/CEO/Publisher

Created and ran the first LGBTQ-focused automotive web site – Gaywheels.com.

Nissan North America, Gardena, CA **2003 – 2005**

Advanced Planning & Strategy Manager

Managed both qualitative and quantitative research that contributed to the development of concepts for next generation Nissan and Infiniti vehicles. Worked closely with counterparts in Japan to create the US "one voice" for Nissan and Infiniti concept directions, future lineup strategy and drivetrain strategy.

ADDITIONAL RELEVANT EXPERIENCE

Internet Marketing Manager, Volvo Cars of North America, Irvine, CA
Director of Wireless Initiatives, Edmunds.com, Inc. Santa Monica, CA
Graduate Management Associate, Toyota Motor Sales, Torrance, CA

EDUCATION

LGBTQ Executive Leadership Program, Stanford University Graduate School of Business
Master of Business Administration (MBA), Thunderbird School of Global Management
Bachelor of Arts (BA), Communication and Public Relations, North Carolina State University