

JOE LAMURAGLIA, MBA

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MARKETING AND COMMUNICATIONS EXECUTIVE – DIGITAL | BRAND | INTEGRATED

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

SIGNATURE STRENGTHS & COMPETENCIES

Media Relations	Crisis/Issues Management	Integrated/Digital Marketing
Storytelling/Messaging/Press Releases	Diversity & Inclusion Initiatives	Content Strategy & Management
Technology Communications	Entrepreneurial Mindset	Product Strategy
EV Messaging and Event Activations	Social Media Strategy	Resource/Budget Optimization
Brand Strategy & Management	Leadership and Management	Market Research & Intelligence

FUNCTIONAL EXPERTISE

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%. At Gaywheels.com, I became well-versed in SEO, paid search advertising and digital advertising and increased traffic to 60K a month.

Diversity & Inclusion

At Nissan, I put together a business case for the company to offer domestic partner benefits that ultimately led to that outcome. At 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 curated 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.

Entrepreneurial/Start-Up Experience

I founded and managed the first LGBTQ-focused automotive review site (Gaywheels.com) in 2005 and sold it in 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 including SEO, digital marketing, advertising, public relations and lead generation. Achieved profitability in the second year.

Product Strategy and Analysis

At Nissan, 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.

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 (General Motors). At GM, I managed the corporate social media strategy, grassroots communications, product and brand PR for GMC, broadcast communications strategy in NYC including C-Suite executive opportunities with national broadcast outlets and ultimately led Chevrolet brand, product and technology PR on the east coast. I launched the Bolt EV to automotive and lifestyle media from Florida to VT. At JELD-WEN, Inc., I was the director of corporate communications and I helped establish their first in-house communications team.

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JELD-WEN, Inc., Charlotte, NC

2020 – 2021

Director of Corporate Communications

Supported the senior leadership team to implement the first global communications team in company history. Managed the RFP and selection process for the PR agency of record. Achieved product coverage in major design and architectural outlets and assisted in garnering local coverage of the CEO establishing him a community leader.

General Motors, New York, NY

2013 - 2019

Director of Broadcast, East Coast Product and Brand Communications

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

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. Advised internal communications on LGBTQ subjects.

General Motors, Detroit, MI

2011 – 2013

Director 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.

Gaywheels.com, Metro New York

2005 – 2010

Founder/CEO/Publisher

Created and ran the first LGBTQ-focused automotive web site – Gaywheels.com. Managed content creation, revenue generation and public relations. Advised automotive companies on LGBTQ consumer issues and outreach. Leveraged the audience and partnerships to create cutting-edge data on LGBTQ psychographics and automotive purchase behavior. Profitable in the second year.

ADDITIONAL RELEVANT EXPERIENCE

Advanced Planning & Strategy Manager, Nissan North America, Gardena, CA
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