

Vita DeCeglio

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Public Relations/Marketing

Public Relations / Link Building Manager

LendingTree
2020 - Present

- Conceptualize and supervise the creation and implementation of 390 yearly studies/surveys for LendingTree and its brands, collaborating with SEO, editorial and research teams
- Secure high-quality backlinks on the nation's top news publications to increase LendingTree's site authority
 - 4,466 backlinks a year, with an avg DR of 60.8, 64% of campaigns with 1 or more link
- Manage a team responsible for media relations, expert placement, company press releases, media training and pickup tracking
- Cross-collaborate with internal teams to promote propriety data internally and externally
- Analyze pickup data to identify patterns, anticipate news cycles and strategic content changes

Director of Marketing

Vishion
2019 - 2020

- Develop marketing strategies and initiatives for color search app Vishion
- Design SEO strategy and associated content to effectively inform customers and target key company initiatives
- Grow web and social media presence through cross-content collaboration
 - 173% increase in page views, 262% increase in new web users

Public Relations/SEO/SEO Link Building Specialist

GOBankingRates
2019

- Collaborate with SEO team, S/S squad and researchers to brainstorm titles, optimize methodologies and outline content presentation formats, resulting in high-quality earned media pick-ups
- Research and identify key influencers, journalists and experts nationally, regionally and in niche markets
 - Devise and launch successful outreach strategies, building relationships with key contacts
- Secure more than 250 linked mentions on high domain authority websites covering personal finance with an avg. DR of 73

Public Relations / Media Outreach / SEO Strategy

Freelance
2017 - 2020

- Between The Buried and Me/QCG – Publicist
- SRae Productions – Publicist, Global Media Outreach, SEO strategy

Channel Marketing / Communication Coordinator

Lutron Electronics
2016-2017

- Operational lead for sales promotions
 - Designed and executed sales promotion that exceeded previous initiatives by 60%, reducing costs
- Content research, design, and education: training, merchandising sales tools and outreach campaigns
- Develop effective sales strategies and materials to accelerate customer education and adoption

Public Relations Representative

World Media Group / Lawyer.com
2015

- Department supervisor for Lawyer.com Public, Community, and Internal Communications

Television Production / News

TV/Video Event Production and Coordination

Freelance
2010-2019

- ESPN, The History Channel, Live Nation, SEC Network

Video Journalist

Spectrum News
2014-2015

- On-camera, one-man-band journalist in top 25 news market

News Anchor/Reporter/Producer

Blue Ridge News 11
2011-2014

*2013 Emmy Nominee – News Single Story or Series

- Anchor/Producer/Reporter for primetime newscast

Skills

- Cision, PR Newswire, Ahrefs, Final Cut Pro, ENPS, Dalet, ProTools, Microsoft Office Suite, Google Suite

Education

The Pennsylvania State University

B.A. Broadcast Journalism, College of Communications

University Park, PA

May 2011