

# Maximize Your Corporate ROI

*Strategic advice CEOs line up for.*

## **Rick Episcopo**

*AuthenticityPR | Chief Marketing Officer*

Rick is a collaborative and motivational leader with a proven track record in business and employee growth. He has substantial experience in executive management, sales and marketing, customer relations, team building, strategic planning, joint ventures, operations and program management. He's earned the reputation of a natural entrepreneur, strong communicator, effective negotiator, team builder, and engaged people manager.

He's one of the nation's leading experts in maximizing the ROI on Facebook and Instagram advertising — with an enviable record to prove it. For example, through his social media advertising strategies he took Amprion's Facebook followers from 3,200 to over 22,000 in a 3-month period, sold out several themed charter cruises, decreased ad spend for Therapeutics, Inc. by 17% while increasing number of qualified leads by 3x in a very challenging advertising space, and generated over 1.1 million views for the law firm of Vaughan de Kirby on just one video ad. And there are many, many more successes like these to his credit.

Rick is an in-demand C-level executive and currently serves as COO for Skincential Sciences in the San Diego area. He's previously served in leadership positions for Clinicon Corporation, Penta Water, Genomics Collaborative, Sequenom and Cosmetic Therapeutics.

He holds a Bachelor of Science in Resource Management as well as in Research Management from the United States Naval Academy.



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