



### Marlo Giudice

CEO & Founder, Marlo's Bakeshop  
San Francisco, California

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Marlo's Bakeshop

New York University

See contact info

500+ connections

Highly motivated and effective individual contributor and team player. I thrive on multi-tasking and delivering exceptional results (and gourmet cookies) to customers while both fostering & maintaining great relationships with internal resources and vendor partners alike. My background in writing and s...

Marlo's Bakeshop Sell Sheet

Marlo's Bakeshop YouTube Channel

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### Activity

1,074 followers

**So honored & excited to be in the company of 99 AMAZING women wh...**

Marlo shared this  
17 Likes • 3 Comments

**amazing! congrats on the launch!**

Marlo commented

**We're celebrating @marlosbakeshop 's 5th birthday by offering 50% off our ...**

Marlo shared this  
31 Likes • 5 Comments

**that would be great, thanks Mark!**

Marlo replied to a comment

See all

### Experience



#### CEO/Founder

Marlo's Bakeshop

Sep 2012 – Present · 6 yrs 1 mo  
San Francisco

As the founder & CEO of Marlo's Bakeshop I am at the helm of the organization developing and executing all Operations, Marketing & Sales programs.

Marlo's products are available in over 800 retail locations, including banner accounts such as Dean & DeLuca, Bed, Bath & Beyond, Harry & David & SamsClub.com.

Through extensive recipe development, I expanded our core product offering from one to five distinctive, allergy-friendly flavors since founding the company. I have assembled ... See more



### Marin Software

2 yrs 4 mos

- **Sr. Relationship Manager**  
Jun 2013 – Aug 2013 · 3 mos  
San Francisco
- **Agency Relationship Manager**  
May 2011 – May 2013 · 2 yrs 1 mo  
San Francisco Bay Area

\* Responsible for the management and retention of digital ad agency accounts spending \$1M+ monthly on paid search, social & display campaigns  
\* Driving projects to increase interdepartmental efficiencies & improve client relations



### Strategic Accounts Manager

Yodle, Inc

Mar 2010 – May 2011 · 1 yr 3 mos

Daily implementation & management of Pay Per Click campaigns, search engine optimization, & display advertising efforts for strategic, high budget and test segment clients.

Facilitating the growth of these accounts and greater relationships through tactical... See more



### National Interactive Marketing Specialist

Yodle, Inc

Jan 2009 – Oct 2009 · 10 mos

Managed digital marketing campaigns for national franchises and corporations including over 40 individual locations of each Senior Helpers® & Two Men And A Truck®, among others.

Optimized clients' advertising strategies while upholding highest standards of servi... See more



### Interactive Marketing Specialist

Yodle, Inc.

Aug 2008 – Jan 2009 · 6 mos

Managed portfolio of over 150 local Search Engine Marketing campaigns for small & medium sized businesses.

Participated in many Tiger Team initiatives to develop and roll out new product feat... See more

## Education



### New York University

Bachelor of Arts, Journalism and French

2004 – 2008



