

PROFILE

Eric Cantini

/ Partner

Eric is a Partner in the Interactive Marketing practice. Eric has a strong understanding of the online channel and interactive marketing, including paid search advertising, email strategies and organic search optimization. He has delivered positive business results across a wide breadth of consumer-facing technology solutions, leading integrated teams of experts in user experience, creative design, information architecture, and application design and development. Eric works closely with large online retailers, financial institutions and insurance companies to develop enterprise-wide interactive marketing strategies, and to accelerate the realization of results.

expertise

Online channel strategy and execution in Financial Services and Insurance, web technology development, interactive marketing strategy and program development – focused on web 2.0, paid search, organic search optimization, consumer intimacy and rich media interactive applications.

representative clients

Alltel, Nationwide, Citizens Bank, Capital One Bank, National City Corporation

brilliant moment /
watching #1 OSU beat #2 Texas in
Austin with my dad



client snapshots

/ Led the strategy, design, and execution of the enterprise web presence for a retail financial institution. The program included all public and internal websites.

/ Led the strategic definition of the roadmap for the future of all consumer facing applications for a regional financial institution.

/ Developed an enterprise interactive marketing program for a large insurer, including paid search, organic search optimization, and user experience design and development.

/ Developed ROI models to support interactive marketing programs at a top-10 retail bank. Leveraged those ROI models to support annual budgeting and planning processes.

experience

Charter One Bank – Vice President, eBusiness Group

Strategic and operational responsibilities across the bank's consumer-facing web presence – including marketing, sales and customer self service.

Accenture – Senior Consultant

Led web application development teams for Fortune 100 companies.

General Electric – Technical Leadership Program

Deployed web-based technology solutions across 26 North American manufacturing facilities.