

Dean Stevenson

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CREATIVE & STRATEGIC DEVELOPMENT • BRAND & MARKETING MANAGEMENT

SUMMARY

Organized, detail-oriented, and creative communicator inquiring about a position as a Creative/Brand Strategist or Marketing Manager. Driven by results utilizing current and emergent technologies, software, and social solutions. Creative Director level experience guiding teams using digital industry production standards and applications.

SKILLS

- Creative Direction
- Advertising & Marketing Strategy
- Corporate Identity & Branding
- Visual Design: Print, Web, UX
- Quality Assurance
- Online Strategies
- Stakeholder Relations
- Wordpress Dev/CMS
- Project Management
- Adobe Creative Cloud
- Digital Marketing
- Social Media Marketing
- Mobile, Viral, & Visual
- Content Development
- SEO, SEM, PPC, Analytics

EXPERIENCE

Allegro Interactive Media - Metro Detroit, MI

01/1995 - Present

CREATIVE DIRECTOR, BRAND STRATEGY, MARKETING, and PROJECT MANAGEMENT

- Managing traditional and digital projects from conceptualization to launch through maintenance;
- Developing an integrated designer/developer approach to the production of responsive websites integrating WORDPRESS, SEO/SEM/CRM and Google Analytics;
- Designing and publishing magazines, advertisements, and interactive media for the Wedding, Fine Arts, Health/Medicine, Music/Entertainment, Sports and Computer industries;
- Creation of business models and project management relating to complex interactive sites; including back-end infrastructure, software architecture, propositions for programming, front-end user interface design, development of usability and accessibility;
- Monitoring budgets as they apply to project initiation, scope, direction, and deployment across multiple project teams; and
- Establishing an analytics platform by which clients could maintain and assess their own metrics for user interaction and site performances.

RCC Web Media - Troy, MI

6/2016 - 2/2017

DIRECTOR - CREATIVE & DIGITAL MARKETING/WEB

As the Creative and Digital Marketing Director, I supervised and directed the Web Dev team resources, including creative, graphic design, programming, and quality control as well as eMarketing project resources - SEO, PPC, Social, Email, Strategy and Implementation. Conducted training, oversaw schedules, reviewed deliverables and maintained project tracking. Performed HR functions including hiring/firing and staff work performance reviews. Developed and implemented wireframes, project strategies, software flow visuals, and Gantt timelines for several high profile clients in the Metro Detroit region.

The Henry Ford Museum of American Innovation - Dearborn, MI

10/2015 - 05/2016

DIGITAL PROJECT MANAGER/CONTENT MANAGEMENT

- Eliminated a million dollar loss through creation of an enhanced digital experience and design customer flow model for high traffic attendance;
- Spearheaded the development of new customer acquisition online through critical updates to internal registration processes for marquee events resulting in a 35% increase in engagement;
- Assisted in the launch of a new website and digital software platform including a CMS and web help ticket system; This sophisticated content engine and presence produced an additional 1.25 million dollars in revenue.

1stCHOICEFG, LLC. (dba Shelter+, PROVISIO)**11/2011 - Present (Contractor)****DIVISION MANAGER - MARKETING STRATEGIES & DIGITAL PROJECTS**

- Created a collaborative resource approach to disease management by implementing the Emergency Disaster and Management System (EDAMS™) for the City of Newark, New Jersey;
- Strategy for establishing a marketing and information system utilizing Federal standards for accelerated response to an EVD outbreak in the Gateway Region;
- Partnered with the African European Medical and Research Network (AEMRN), 1stCHOICEFG and managed a specialized TEAM of Tropical Infectious Disease physicians, nurses, HIS support technicians, and medical care coordinators;
- Built logistical and project support in the US office in order to monitor movement through bio-tracking devices and mobile applications; Leveraged social and marketing platforms to promote response and analytical.
- Moderated an e-commerce webinar series designed to provide trauma registry staff with the tools necessary to prepare for ICD-10 implementation;
- Coordinated shipping containers conversion for medical, educational and telecom facilities; Increased brand visibility through successful marketing and promotional initiatives;
- Lead budget discussions, negotiations and proposals ranging from 5 to 50 million dollars; and
- Development of strategies regarding configurations, human movement, schematics, and logistics.

HAAN Corp - Lancaster, PA**04/2013 - 06/2015****MARKETING CONSULTANT - ONLINE STRATEGY & PROMOTIONS**

- Created HAAN's first incentivized marketing program, resulting in a 10k increase in Facebook Likes.
- Lead the internal marketing team through a holiday strategy and increased sales the first year by greater than 65%.
- Improved SEO/SEM search results by 33% higher holiday traffic from previous year.
- Found an accounting error related to Google AdWords (PPC) program resulting in the addition \$250,000 hidden revenue.
- Analyzed online presence and recommended customer service program, which allowed for proper assessment of consumer satisfaction goals.
- Built HAAN's initial educational (STEAM 101) for consumer engagement and received a 4-star rating from clients.

Vectorform - Royal Oak, MI**11/2010 - 08/2011****SENIOR QUALITY ASSURANCE MANAGER**

- Formed a more efficient QA Department and designed a project management cross reference that increased QA efficiencies by 80%, including a QA Hours Assessment Module.
- Implemented a more thorough bug tracking system funneling company wide project quality control communications.
- Tracked and logged reference equipment during development and testing cycles.

HelloWorld! (ePrize) - Pleasant Ridge, MI**09/2007 - 04/2009****MANAGER - FLASH OUTSOURCE TEAM**

- Bridged communication gap (English/Basic Portuguese) between outsource and company.
- Increased turnkey efficiency of projects by over 40% by creating a software architect solution using PDF storyboarding and detailed expectations for deliverables.
- Raised customer retention related to eDecoder projects by implementing a sophisticated color system.
- Successfully executed an average of 30 projects per month, within budget, and bug free.

EDUCATION**Hood College, Frederick, MD (B.A. Visual Communication, Advertising & Marketing)****Messiah College, Grantham, PA (B.A. Marketing/Communications)**