

Dean Stevenson

RESUMÉ SUMMARY BRIEF – February 2023

MARKETING & COMMUNICATIONS • SOCIAL STRATEGY CREATIVE IMPLEMENTATION • SOLUTIONS MANAGEMENT

Delivering over 28 years of versatile creative, technical, and management expertise. I apply an entrepreneurial spirit by adapting and growing from the challenges of modern trends, embracing the concept of tackling industry “firsts”.

SKILLS & COMPETENCIES

YEARS USED: 5 10 15 20+

ADOBE PHOTOSHOP (CC)

ADOBE INDESIGN (CC)

ADOBE ILLUSTRATOR (CC)

TRADITIONAL PRINT DESIGN & PREPRESS

MARKETING DIRECTION

PROJECT MANAGEMENT

COMMUNICATION (TRADITIONAL/DIGITAL)

MICROSOFT OFFICE

ADOBE DREAMWEAVER (CC)

WEB TECHNOLOGY/SERVERS/HOSTING

SOCIAL STRATEGY/DEV

QUALITY ASSURANCE

SOCIAL PROFILE DEVELOPMENT

SEO/SEM/ANALYTICS

AUDIO/VIDEO PRODUCTION

MUSIC COMPOSITION/RECORDING

LOGIC PRO/MASTERING

LINKS

 www.linkedin.com/in/deanstevenson

 www.facebook.com/dean.stevenson

 www.twitter.com/@allegrointmedia

 www.soundcloud.com/allegromusicound

REFERENCES

www.linkedin.com/in/deanstevenson

CONTACT

Phone 586 879 5504

Email dstevenson@allegroim.com

Skype allegroim

Address 22311 Dale Allen St.
Clinton Township, MI 48035

EXPERIENCE

1995 —»

CREATIVE and STRATEGIC DEVELOPMENT

ALLEGRO INTERACTIVE MEDIA, CLINTON TOWNSHIP, MI
Directed the creative and production of traditional and digital projects for national clients. Created successful integrated business strategies using cross-platform technologies coordinated with KPI's for restaurants, consumer products, entertainment organizations and technical firms. Executed incentivized programs to gain market data.

2010 - 2022

INTEGRATED STRATEGIES & DIGITAL PROJECTS

1STCHOICE FINANCIAL GROUP — PA/NJ/UKR/NY/MI
Created a resource approach to disaster and disease management by proposing an Emergency Disaster and Management System (EDAMSTM) for the City of Newark, New Jersey. Partnered with the African European Medical and Research Network to form a specialized team of over 500 physicians, nurses, and support technicians to address the Ebola Crisis in 2014-2015. Designed and developed marketing strategies for Provisio and Shelter+ (divisions of 1stCHOICEFG) to provide medical units to Africa.

2016-2017

JERSEY FLIGHT FOOTBALL (NAL ARENA FOOTBALL TEAM)

Creatively developed and helped launch New Jersey's first all African-American owned arena football team located in Trenton, NJ. Provided graphical, audio, video and marketing services including sell-sheets, sponsorship copywriting, hype/launch videography, logo development, and website design, programming, and payment gateway implementation.

2016-2017

DIRECTOR - CREATIVE & DIGITAL MARKETING/WEB

RCC WEB MEDIA AGENCY, TROY, MI
As the Division 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 scheduling, reviewed deliverables and maintained project tracking. Performed HR functions including hiring/firing and staff work performance reviews.

2015-2016

DIGITAL PROJECTS MANAGER (APP/KIOSK)

THE HENRY FORD MUSEUM, DEARBORN, MI
Collaborated in the strategy, design, development, and execution of the enhanced digital experience for the museum and venues. Assisted in the launch of a highly sophisticated content based website including providing QA/QC Support as well as Event Registration flow and implementation.

2010-2011

SR. QUALITY ASSURANCE & PROJECT ANALYST

VECTORFORM, ROYAL OAK, MI
Responsible for creating strategies and standards for a newly formed QA Department. Developed a project management approach that increased QA/QC efficiencies, including a QA Hours Assessment Module. Provided thorough support and testing for a breadth of product platforms.

2007-2009

FLASH OUTSOURCE PROJECT MANAGER

HELLOWORLD! (formerly ePrize), PLEASANT RIDGE, MI
Managed outsourcing on an average of 28 projects per month and up to 20 external personnel. Designed a more efficient PDF markup system for project expectations. Developed a sophisticated eDecoder process based on color metrics and mathematics, specifically designed to enhance accessibility for sight impaired consumers.

EDUCATION

1986-1993

VISUAL COMMUNICATIONS (GRAPHIC DESIGN/ADVERTISING)

HOOD COLLEGE, FREDERICK, MD
MESSIAH COLLEGE, GRANTHAM, PA