

**Dean R. Stevenson**

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**Marketing/Design Portfolio — [www.allegroim.com](http://www.allegroim.com)**

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**COMMUNICATIONS – MARKETING & BRAND MANAGEMENT • STRATEGIC CREATIVITY**

**SUMMARY**

*Organized, detail-oriented, and creative communicator with a strong emphasis in online reputation management, social footprint strategy and development, and brand execution/customer acquisition and retention. Driven by results utilizing current and emergent technologies, software, and social solutions. Creative Director agency level experience guiding teams using traditional and digital industry production standards and applications.*

**SKILLS**

- Creative Strategy and Direction
- Advertising (Design/Strategy)
- Corporate Identity & Branding
- Visual Design: Print, Web, UX
- Social/Marketing Strategies
- Online Incentivized Promotions
- Stakeholder Relationships
- CMS Development/Usage
- Project Management
- Customer Acquisition/Retention
- Audio/Video Production
- Traditional Marketing
- Mobile APPs (iOS)
- Google Ads/Facebook Ads
- SEO, SEM, PPC, Analytics

**EXPERIENCE**

**Allegro Interactive Media - Metro Detroit, MI**

**01/1995 – Present (Owner/Contractor)**

CREATIVE & BRAND STRATEGY, COMMUNICATIONS/MARKETING, and PROJECT MANAGEMENT

- Manage traditional and digital projects from conceptualization to launch through maintenance.
- Lead creative teams for public relations, marketing, social integration, video, audio, and game day production for two sports teams: **Jersey Flight Arena Football Team**, Trenton, NJ (2017-18 Launch) and **Metro City Xpress Arena Football Team**, Pontiac, MI (PreCOVID soft launch).
- Develop an integrated designer/developer approach to the production of responsive websites utilizing WordPress, SEO/SEM/CRM and Google Analytics increasing industry share for a national company by 40% (**Fraser Engines**).
- Design and publish magazines, advertisements, and interactive media for the Manufacturing Industry, Fine Arts, Health Care/Medicine, Music/Entertainment, Sports, and Computer industries.
- Create business models and project management solutions relating to complex interactive sites, including back-end infrastructure, software architecture, programming, front-end UI/UX design, usability, and accessibility.
- Construct and monitor Public Relations and Marketing budgets as they apply to project initiation, scope, direction, and deployment across multiple project teams.
- Establish an analytics platform by which clients could maintain and assess their own metrics for user interaction and site performances.

**1stCHOICEFG, LLC. (Db a Shelter+, PROVISIO, The Hawk Group) Contract Services**

**11/2010 – 12/2022**

VP INTEGRATED SERVICE – GLOBAL MARKETING and PUBLIC RELATION STRATEGIES

- Create 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 public relationship system guided by Federal standards for accelerated response to an EVD outbreak in the Gateway Region.
- Built logistical and project support in the US office to monitor movement through bio-tracking devices and mobile applications.
- Leveraged social and marketing platforms to promote positive response for public relations.
- 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.
- Development of strategies regarding configurations, human capital, and public resource movement, schematics, and logistics.

**RCC Web Media - Troy, MI****6/2016 - 2/2017****DIRECTOR - CREATIVE & DIGITAL MARKETING/WEB/COMMUNICATIONS**

- 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.
- Established public relations for the agency through community organizations.
- 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 and social experience and design customer flow model for high traffic attendance and a new public relations strategy.
- 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.

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

- Created HAAN's first incentivized marketing program, resulting in a 10k increase in Facebook Likes by establishing a brand-new public relations campaign strategy and increasing sales the first year by over 65%.
- Improved SEO/SEM search results by 33% higher holiday traffic compared to the previous year.
- Found an accounting error related to Google AdWords (PPC) program resulting in the addition \$250,000 in 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.

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

- Bridged communication gap (English/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 client retention for 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 and Communications)