



STEVEN GREEN

Delivering exceptional marketing outcomes over a 12 year period

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Multi-award winning Marketing Director with a demonstrable track record of developing and implementing marketing strategies that increase brand awareness and drive new revenue streams. Vast marketing experience across multiple sectors and proven success at collaborating with senior partners to spearhead marketing campaigns for major clients that lead to exceptional outcomes. Key expertise includes:

Marketing Strategies | Advertising | Sponsorship | Promotions & Pricing | Regional Marketing Campaigns | Direct Sales | Market Research | Strategic Planning | Leading Teams

XXXXXXXXXX | Houston, US

Marketing Director

March 2009 – January 2014

XXXXXXXXX is a business advocate that specializes in delivering tailored solutions across HR, Recruitment and IT.

- Recruited to implement comprehensive suite of marketing processes and initiatives that would drive up sales and enhance organization brand presence - in 2009, company lacked any formal marketing processes or joined-up marketing activity.
- Key objectives were to: devise and implement a new marketing strategy; develop a long-term marketing plan; and develop a brand from conception.

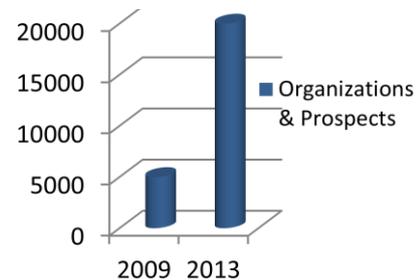
Played key role in helping XXXXX to win "Fastest Growing Company" Awards consecutively 2010 to 2013 (INC 500 | 5000 & HOUSTON FAST 100)

ACHIEVEMENTS

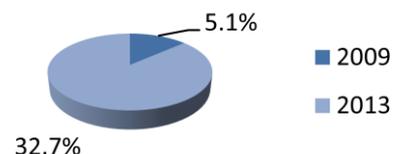
- **Transformed company into an astute marketing organization** with synchronized marketing activity, a defined target market and a long-term plan for implementing strategic marketing initiatives – key contribution to 216% growth in company revenue.
- **Implemented a strategic CRM tool** that enabled company to collect valuable client information whilst analyzing service team productivity – increased database reach from 5000 'ideal prospects' to over 20,000 in a 4 year period.
- **Developed company brand from conception**, working with major advertising agencies to create taglines, logo, font and other aspects of brand image that were core to subsequent marketing campaigns and activity.
- **Standardized branding across company materials** and focused sales activity around identified target market to enhance efficiency within sales team and other departments.
- **Implemented more strategic approach to marketing** that included targeting key markets at specific periods of the year when demand was highest, rather than conducting simultaneous marketing activity for Recruitment, HR and IT, as had previously been the case.

Demonstration of personal impact on company since joining in 2009

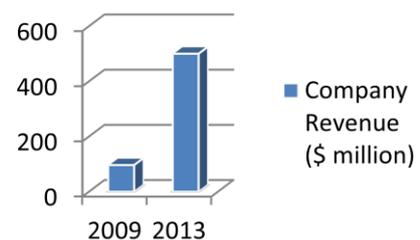
Improved Quality of Client Data



Qualified Leads in Company Database (%)



Revenue Growth of Company



DIRECTION OF KEY MARKETING EVENTS

Lemonade Day | Houston Sponsorship/partnership

- Negotiated 3 year partnership with Lemonade Day to increase exposure of company brand through range of entrepreneurial focused events.
- Enhanced visibility of company through inclusion on Lemonade Day website, PR exposure in press releases, creation of an animated video, and participation at a number of major events in Houston.
- Personally delivered speech on behalf of Employer Flexible at award ceremony.

Multiple Sclerosis Society | Lead generation in Houston

- Assisted in the creation of this charitable event which raised over \$60k for MS.
- Invited attendees from the local community, including identified business 'prospects', and ensured high employee participation in event that significantly raised profile of company. Secured business with 5 new clients worth a total of \$100K per annum.

XXXXXXXXXXXX | Houston, US

Various roles to Regional Marketing Manager

May 2002 - March 2009

XXXXXXXXXXXX provides a comprehensive range of wireless and wireline communication services to consumer, business and government users with over 54 million customers.

- Led marketing activity in the entire southern region of the US, overseeing 5 Regional Directors and managing a multi-million dollar budget to provide marketing for clients that ranged from retail organizations to major Fortune 500 enterprises.
- Partnered with key decision makers to create specific regional marketing campaigns that drove client sales - this included developing sales contests (EVDO, Winter Heat Wave Sales) that lifted monthly sales by as much as 66%.

ACHIEVEMENTS

- **NFL sponsorship** – created outstanding traffic events in Houston and Dallas that filled sports stadiums by offering local people the opportunity to meet their local sporting heroes for the respective NFL teams. This involved negotiating terms with NFL players, booking venues and organizing all event publicity - led to 100s of new leads for Sprint.
- **NASCAR sponsorship** – arranged a series of major events with high traffic by organizing for NASCAR drivers and cars to be exhibited at local venues. This included a 'thank the troops' all day festival that was organized in partnership with military bases.
- **Other selected events:**
 - Managed the sponsorship of the Gartner Midsize Enterprise Summit with over 400 VPs attending, 4 private boardroom sessions, tradeshow booth presence and a range of pre-event marketing (direct mail, lead routing and product previews).
 - Oversaw all sponsorship activity for the Honda Classic PGA Tour in partnership with Consumer Marketing. Managed over 80k attendees over a 4 day period.

AWARDS AND PROFESSIONAL RECOGNITION

- Awarded South Region Public Sector Vice President's Distinguished Service Award (2007)
- Honored as a "Batman Smith" winner for Southwest region (2005)
- Awarded Area Vice President's Southwest Area Star Award (2004)
- Received National Sprint Store Vice President's Incredible Customer Experience Award (2003)

EDUCATION

Computer Science, SAM HOUSTON STATE UNIVERSITY (1999-2002)

PERSONAL SKILLS

IT Skills: IBM & Apple Systems; Microsoft Office Suite; Adobe; Programming Languages
Languages: English & Spanish