STEPHEN H. REEDER

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**EXPERIENCED DIGITAL LEADER**

Results-oriented marketing professional with broad experience in the development and execution of all aspects of marketing including pricing and web development strategies, product management and promotion, trade show coordination, product development, brand positioning, and public relations. Maintain excellent organization and computer skills for accomplishing detail work while keeping in mind a macro perspective.

**CORE COMPETENCIES**

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| --- | --- |
| • Digital marketing  • Strategy and budget development  • Lead generation/ email automation  • User journey creation | • Analytics and campaign tracking  • Print and online campaign development  • Ecommerce and website strategy and development  • Vendor and team management |

**PROFESSIONAL EXPERIENCE**

**Carestream Dental - Marietta, GA 10/2013 - Present**

***Senior Manager Digital Marketing*** *–* Primary area of responsibility includes the online properties for Carestream Dental while supervising a small team of digital experts. Specifically, I am entrusted with creating and executing a robust web strategy which will provide a lift in visitors numbers, user experience and ultimately conversions. Additional responsibilities include:

* Acted as the strategic business advocate for the Dental business during Carestream’s digital transformation project which included several web properties and capabilities including internet, intranet, analytics, communities, ecommerce, knowledgebase, SSO and document asset management solutions.
* Revitalized and optimized the use of clear and actionable web analytics reports for our online properties.
* Spearheaded internal and agency efforts towards the crafting of our digital strategy with the clear vision of personalized, sustainable and efficient messaging throughout the entire customer journey.
* Crafted and directed an agency with the development of a new global web experience that encompassed 6 languages and ecommerce capabilities resulting in a 17% increase in conversions in 2018 and 116% in 2019.
* Acting ecommerce program manager lead for company’s initial ecommerce effort and was responsible for the launch in the US market.
* Pioneered efforts in the development and execution of an online community with peer to peer support capabilities while driving greater brand advocacy.
* Transformed email drip capabilities by identifying and closing regulatory infrastructure gaps while creating a sustainable methodology for increased email segmentation and personalization.
* Authored and executed annual strategies for both digital and often print efforts.

**Triatek - Norcross, GA 2010 – 2013**

***Marketing Manager* -** Reporting to the CEO, I was responsible for the development and execution of Triatek's marketing communications plan and played a critical role in all marketing efforts including:

* Web site development, promotion and site optimization (including the leveraging of web analytics) for the refinement of the new web experience.
* Created a new brand identity and transferred the new look across all developed collateral materials.
* Authored and promoted product and corporate press releases to print and online editors.
* Created and executed internal communication efforts including newsletters and training materials.
* Lead all trade show efforts including booth design, messaging, promotion, logistics and overall execution.

**Marketing Consultant - Atlanta, GA 2009 – 2010   
*Marketing Consultant/Contractor* -** Provided services to a number of companies who included Pangborn Corporation, Black & White Advertising, Storage Master, The Market Restaurant and others. Marketing efforts for these clients included:

* Traditional marketing strategy and tactics revolving around collateral development and print advertising:
  + Copywriting and collateral layout.
  + Media planning and media negotiations.
  + Development of impactful sales tools.
* Online marketing strategy and tactics involving web site design:
  + Development and deployment of corporate web sites and social media personas.
  + SEO/SEM tactics to drive traffic to the web sites while balancing against the user’s needs and expectations.
  + Tracking of web visitors through a variety of web analytics packages including Google Analytics and Statcounter.

**Wheelabrator Group – LaGrange, GA 2000 – 2009**

***Director - Online Communications*** *(2006 - 2009)* - Position reported to the Director of Global Communications. Key responsibilities included the coordination and development of all online operations as they related to the public web site, micro (niche) sites, and the corporate Intranet site while supporting traditional marketing initiatives.

* Site strategist, project and content manager for the corporate web site. User experience refinements and more efficient use of the screen real estate resulted in increased visits (104%), downloads (969%) and emails (82%).
* Initiated white hat organic SEO efforts resulting in a 23% larger organic footprint and overall visits.
* Tracked, assessed and refined online campaigns (including directory advertising, banner advertising, PPC and email blasts) based on key performance indicators.
* Played a key role in the adoption and deployment of SiteCatalyst while also reporting/interpreting results to management, with specific recommendations towards gaining more traction with search engines and prospects.
* Tracked/reported and made recommendations on our search engine presence using Advanced Web Ranking for dozens of key words/phrases.
* Crafted and deployed a lead generation strategy leveraging highly effective emails designs with integrated tracking capabilities.

***Marketing Communications Manager*** (*2000-2006) -* Ensured the integrity of the brand was maintained across all of our brands on regional and global levels for print and online communications. Supervised the efforts of four marketing managers located across the United States while often partnering with European counterparts.

* Provided marketing recommendations surrounding advertising messages, brand positioning, copy development, and the general promotion of the brand.
* Coordinated printers, media buyers, ad agencies, web site developers, translation companies, and public relations firms in the United States, England, and Germany.
* Developed a corporate branding standard manual to insure consistency with marketing managers and vendors.
* Influenced migrating the web site towards a database driven, multi-lingual web site also featuring HBX WebSide Story web analytics.
* Created and implemented the corporate marketing communications (marcom) plan.
* Negotiated and developed the corporate media schedule for print advertising.

**ADDITIONAL EXPERIENCES**

Additional experiences include traditional marketing communications fundamentals gathered while acting in various account lead capacities with primarily B2B advertising agencies working on multiple accounts.

**EDUCATION**

**MBA/Management**, Georgia Southern University

**BBA/ Marketing**, University of Georgia

**SOFTWARE PROFICIENCY**

MS Office, Photoshop, InDesign, Dreamweaver, Omniture SiteCatalyst, Google Analytics, Google Search Console, Illustrator, Sitecore, Joomla, Drupal, Pardot, Marketo, Lithium, Jive, EPIserver, Google Adwords, PowerBI