

Stephen R. Dill

20 Cottage Street
Sharon MA 02067
C: 339-364-1105
srd@srdinteractive.com
Twitter: @srdill

OBJECTIVE

E-Marketing Strategist, E-Marketing Director, Interactive Marketing Leader

CAREER SUMMARY

Seasoned marketing strategist with expertise in the development and use of traditional and Web 2.0 interactive and social media channels and their integration with classic marketing programs, having held leadership and/or consulting positions in small and Fortune 500 companies and the military. Repeated success in problem solving, relationship management, conceptualizing and articulating new concepts, building teams, organizational and individual development, and managing multiple, concurrent projects through to completion.

EXPERIENCE

SRD INTERACTIVE, SHARON, MA

2003 – PRESENT

President

Developed & implemented full-service marketing solutions for businesses, agencies and institutions.

- Created and implemented social media strategies for an ad agency and its clients. Worked with principals to develop messaging, determine optimal mix of blogs, assign agency resources to build and maintain those blogs, build pages on networking sites, leverage Twitter and bookmark sites, seed directory listings, and gain feedback on review sites.
- Formed an interactive strategy for a print multicultural directory in Boston using Web 2.0 social networking and mobile media tools to leverage the contributions of communities of users to provide true, real-time local search for major metropolitan locations worldwide.
- Created search engine optimization (SEO) program for continuing education department at Brandeis University, including extensive revisions to Website text, based on long-tail analysis of search and keyword patterns, as well as competitive research.
- Designed and executed a successful direct marketing program for a suburban Boston landscaping, paving & commercial plowing company resulting in 7 new commercial plowing clients.
- Produced a marketing plan and consulted on the creation of a multi-site search engine marketing (SEM) and SEO campaign for a Detroit furniture refinisher.
- Recommended and implemented an interactive strategy for an ad agency's client as they announced new acquisitions and integrated the acquired websites.
- Developed new online strategy for Boston Minuteman Council BSA: conducted discovery interviews, crafted marketing strategy and presented to the Council Executive Board (gaining their endorsement), interviewed agencies, counseled executive director on staff assignments for content, consulted to interactive agency on logicals, wireframes, and creative.

Approached by the national founder of Takeout Taxi to assist him in the growth of a start-up corporate caterer and restaurant delivery service.

- Facilitated discussions to develop a non-franchise, nationwide expansion business model, to include infrastructure, call center technology and distribution, reporting and compensation.
- Expanded marketing database to include Providence, RI, then began direct marketing (mail, email, fax, telemarketing, canvassing) to introduce concept and generate business.

- Gained significant brand recognition with email and traditional PR around expansion and proposed potentially detrimental Massachusetts healthcare legislation, resulting in coverage in blogs, podcasts and newspapers.

Developed online exchange concept to correct the misalignment between buyers and sellers of electronic component parts.

- Developed a business plan after market research among CEOs of contract manufacturing and mid-tier parts distributors confirmed that distributors were not changing to serve the new manufacturing model in the US.
- Self-funded team to build, test-market, and refine offering, operations systems, and go-to-market strategies.
- Responsible for all business development for pilot customers.
- Pursued investment (unsuccessfully) to support software and staffing for full launch.

STATE STREET CORPORATION, BOSTON, MA

1997 – 2003

Vice President, Interactive Marketing

State Street is the world's leading provider of financial services to institutional investors with \$12 trillion in assets under custody and \$1.4 trillion under management. Hired as the first VP of Interactive Marketing, responsible for building the Interactive Marketing Department within Corporate Marketing to create an awareness of the Web internally as a viable marketing communications channel and externally to increase global brand awareness of State Street.

- Managed a team from IBM Interactive hired before my arrival to build a new statestreet.com as company's online brand standard and primary source for marketing content. Site received industry accolades and succeeded in reinforcing State Street's revised brand image as an institutional investment technology and processing leader.
- Provided a strategic vision for the globalization of State Street's web presence, communicating the success of market testing of the strategy to senior management and local office directors to insure broad support.
- Hired, trained and nurtured a team of 17 developers, copywriters, designers and project managers, establishing their credibility within the company which lead to an increase to constant demand for their services.
- Led team of business leaders, managers and managing directors expanding global use of the Website in serving State Street's worldwide clients as first step to increase global client base.
- Selected and nurtured a relationship with One To One Interactive to serve as agency of record to provide a strong interactive capability, locking in their relationship with State Street as an equity partner.
- Working with One To One, managed the total rebuild of statestreet.com using a new discovery, strategy development and market testing process to gain company buy-in. Site design and architecture supported State Street's stature as an industry leader and increased brand recognition globally. Statestreet.com chosen by BtoB Magazine as one of 100 top B-to-B websites from 800 sites evaluated in 14 industry categories in 2003. Site design stands today.
- Co-chaired a committee to study and implement knowledge management within the company.
- Launched a corporate portal that became the primary internal information source, consolidating the company intranet from more than 150 independent sites and adding new functionality to support 20,000 worldwide employees.
- Delivered keynote presentation on State Street's Internet strategy to senior managers from all GE companies.

- Presented State Street's interactive strategy to audiences of The Conference Board, Information Week and Oracle.
- Developed deep understanding of customer needs, then managed the design, build and launch of localized Websites for Canada, Germany, the UK, Luxembourg and Switzerland in support of their target markets.
- Managed an integrated campaign of broadcast and paid interactive ads using Enliven technology driving traffic to the corporate and local sites, increasing awareness among sales prospects rapidly.
- Consulted with business units on interface design and usability testing of client-facing web-based applications, conducting three major usability tests, establishing more accurate priorities for maintenance and development efforts while increasing client satisfaction.

WEBMATE, INC., CANTON, MA**1996 – 1997****Director of Consulting**

Responsible to the CEO for all client interaction, including business development, needs assessments, proposals, negotiations and ongoing account management. Managed a staff of 8 designers and programmers.

- Managed web development teams servicing high-profile clients such as State Street, EG&G (now Perkin Elmer), New England Journal of Medicine, and WCVB (the Boston ABC affiliate), increasing customer loyalty and satisfaction by assisting client's use of the web to gain operational and marketing efficiency.
- Conducted extensive needs assessments and prepared proposals for many large, global companies needing complex Web-based functionality such as Philips, Ericsson and Singapore Airlines.

Account Manager

Responsible for reconciling client needs and expectations with development team requirements and capabilities based on technology and capacity.

- Significantly improved the company's relationships with all clients, increasing revenues by 18%.
- Built a development process around the needs of the customer, gaining buy-in from clients as well as programmers and recognition from senior management.

CHARRETTE PROGRAPHICS, WOBURN, MA (NOW SERVICEPOINT USA)**1993 – 1995****Sales Manager**

Managed regional sales representatives and customer service departments including selection and training for the \$43 million printing division of a national graphics and office products supplier. Managed installation of the first sales automation system, achieving rapid adoption and recognition of immediate benefits in the form of improved customer service and increased average revenue per client.

CONSULTING FOR ARCHITECTS, BOSTON MA**1990 – 1992****Vice President**

Responsible for all marketing, sales, interviewing and placement for the Boston launch of a New York agency providing temporary and permanent placement of architects and related designers.

HYPERACTIVE CONSULTING GROUP, SHARON, MA**1989 – 1990****Principal**

Provided systems analysis, design and implementation for architects and engineers needing to connect PC-based CADD systems with Mac-based project management systems. Consulted to Apple Computer to develop marketing programs for architects and engineers. Created software tools for architects and engineers.

EDUCATION

BA Architecture, Lehigh University, Bethlehem, PA	1978
US Army Research & Development School	1982
Boston Architectural Center	1985 - 1989
Dale Carnegie Sales Course - Voted top student by instructors and students	1993
Sandler Sales Training - One-year long course met weekly	2006

AFFILIATIONS

Eagle Scout, Boy Scouts of America (BSA)	1970
Assistant Scoutmaster, Troop 95 (until son achieved Eagle in 2008)	2001 - 2008
Executive Committee, Boston Minuteman Council, BSA	1998 - 2003
Camping Chairman (responsible for 3 camps serving 18,000 scouts)	2001 - 2003
Boston Society of Architects	1985 - 1995
Chair, Mac User Group (largest architectural MUG in America)	1986 - 1992
Registered architect, Commonwealth of Massachusetts	1990
American Institute of Architects	1990 - 1995

INTERESTS

Travel, Camping, Hiking, Backpacking
Gardening, Cooking
Mentoring (Protégés include college graduates, entrepreneurs, and professionals changing career paths)
Public Education reform

References available on LinkedIn: www.linkedin.com/in/srdill

Facebook: www.profile.to/stephendill

Passion—Rebooting public education: www.allnewpubliceducation.com

Personal Blog: www.stephendill.com