# **Mark Edwards Edelstein**

## (773) 336-2753 edwardsmark@gmail.com

## Chesterfield, MO 63017 hiremarke.com

### **In Brief**

Offering over 20 years of experience in the Marketing, IT, Online Media, Content Creation, and Broadcasting industries, driving revenue and engagement through:

* Demonstrated ability in multiple roles, from Account Management to one-time consulting to full lifecycle project management, providing clients with guidance tailored to their exact needs and creating unforgettable user experiences
* Creation and execution of e-commerce marketing campaigns across a wide range of B2C and B2B industries and budgets ranging from thousands to millions of dollars per year
* Effective and highly successful leadership, team building, and mentoring
* Testing of campaigns, online properties, and products using Focus Groups, online surveys, and User Observation
* Preparation and management of budgets up to $5 million and supervising teams of 3 to 55 people

***Specialized Expertise:***

Analytics

Requirements Analysis

User Acceptance Testing

Accessibility Improvement

Content Creation

Content Marketing

Content Strategy

E-Commerce

CRM

Marketing

Requirements Gathering

Needs Analysis

Online & Social Media

SDLC

Agile Development

Product Marketing

Project Management

Requirements Elicitation

Data Analysis

Reporting & Metrics

SEO

SEM/PPC

Website UX/UI

Mobile App Creation

**Computer Proficiencies**

**Operating Systems -** Mac OS, Windows 10, iOS, Android, and Chrome OS

**Software -** Microsoft Office Suite, Visual Studio, TFS, and Skype, SQL Server, Azure, Apple Pages, Keynote and Numbers, Google: Analytics, AdWords, Search Console, Tag Manager, Sheets, Slides, and Docs, Atlassian: JIRA, Confluence, Avid: ProTools, Axure RP, Gliffy, Slack, MySQL Adobe Experience Manager, Trello, MailChimp, Constant Contact, Kissmetrics, Marketo, Sprout Social, TapClicks, HTML5, Bootstrap, CSS, WordPress, Tumblr, Hootsuite, Buffer, many other Social Media/Content Creation, publishing, and analytics tools

#### Education and Training

**University of Evansville**, Evansville, IN

**General Studies – Emphasis in Communications and Business**

#### Honors and Awards

**Member of Company-Wide Accessibility Improvement Team-**TD Ameritrade

**Featured Speaker-The Digital Mindset,** National Association Of Broadcasters Convention (2013)

**One Of America’s Top 20 Radio Programmers,** Radio Ink Magazine (2007)

**Tempo Award-Direct Mail,** Chicago Association Of Direct Marketing (1996)

**Professional Experience**

**TD Ameritrade,** Town & Country, MO/Omaha, NE (Mar 2018 to Present)

**Senior Business Analyst, Marketing Technology Office Customer Relationship Marketing**

* Senior Analyst for enterprise-wide Content Management System redesign and consumer-facing

website migration program upgrading current properties worldwide to Adobe Experience Manager

platform. Agile Development specialist working with local and offshore developers and designers.

* Daily work activities involve a myriad of items, including:
* Agile Development
* Business Requirement Elicitation
* Needs Analysis
* Creating Roadmaps
* Short and long-range planning
* User Testing
* Appointed to Steering Committee of company-wide Accessibility Improvement team, helping to make all touchpoints, mobile and desktop, fully accessible for both clients and Associates
* Chairperson of 2019 Business Analysts Summit, a conference for all company BA’s

**Mark Edwards Worldwide – Professional Services**, St. Louis, MO (Jan 2007 to Present)

**Managing General Partner and Principal Consultant** – Directly responsible for the day-to-day operations of a boutique consulting firm focused on a variety of B2C industries.

* Provide full-scale account management of online presence, social media strategy, email and database marketing, e-commerce campaign design and execution, and content creation for clients.
* Industry experience includes:
* Communications
* Entertainment
* Food & Beverage
* Government
* Manufacturing
* Media
* Publishing
* Retail
* Technology
* Telecommunications
* Consumer Packaged Goods
* Medical
* Advise brands, media networks, and publishers on:
  + Analytics/SEO
  + Marketing
  + Online Advertising
  + Podcasting
  + Social Media
  + Branded Content Creation
* Expert in creating integrated marketing plans using the latest technologies and content strategies across many platforms for firms and individuals around the country
* Design, execute, and monitor Google AdWords, Bing Ads, and Yahoo campaigns for both clients and this business - Google Partner since 2014
* Specialist in improving User Experience in both mobile applications and websites through requirement elicitation, prototyping, research, and use of latest and best practices
* Use online testing and Focus Groups to create outstanding User Experiences based on business requirements
* Handle all aspects of the business, including bookkeeping (AR/AP), marketing, sales, scope development, project bidding, and account management

**Amini’s Galleria** – Chesterfield, MO (Jan 2018 to Aug 2018)

**Director, Digital Marketing And Engagement**

* Created, placed, and monitored digital and online advertising, email marketing, and SEM/SEO for market-leading multi-state furniture, luxury area rug, and high-end game room retail chain.
* Campaign design, execution, and advanced analytics contributed to the firm's strong digital footprint, increase in e-commerce presence and sales, customer acquisition, and retention

**Supplemental Oxygen Digital** – Chicago, IL (Nov 2016 to Mar 2017)

**Senior Account Manager (Consultant)**

* Provided white label full-service digital agency services to broadcast stations in Top 25 markets
* Created omnichannel integrated marketing campaigns for B2C clients of all sizes including:
* Automotive
* Big Box Retailers
* Entertainment
* Furniture & Design
* Electronics/Appliances
* Home Improvement
* Hospital Networks
* Physician Groups
* Realtors
* Planned, executed, and analyzed Digital Display, SEO, SEM/PPC, Video, Targeted Email, and other Digital Advertising campaigns

**CÜR Media,** South Glastonbury, CT (Jan 2014 to Aug 2016)

**Music Technology Director/Audio Genre Manager**

* Contributed to every operational area of next-generation online music streaming service including:
* Content development
* Marketing research/campaign planning
* Music industry relations
* Music programming
* Prototyping and testing
* Quality assurance
* UX/UI testing
* Website design
* Led Agile Development teams, Sprint Planning, Grooming, and Retrospective using JIRA and Confluence

**Unisys,** St. Louis, MO and Reston, VA (Sept 2014 to Apr 2015)

**Content Manager/Web Analytics Specialist**

* Managed web assets and mobile applications for various United States Department of Justice bureaus
* Developed migration strategy to move sites to new CMS platform
* Created usability guidelines to improve UX and bring all human interfaces in line with Federal regulations and ease of use such as W3C standards and Section 508 compliance
* Designed and monitored website analytics activities using Google Analytics, Google Search Console, and other internal systems
* Led cross-functional teams in Agile Development using Visual Studio and TFS

**TeshMedia Group,** Los Angeles, CA (May 2012 to Oct 2013)

**Senior Vice President, Content Development**

* Completely revamped online presence and Social Media activities for The John Tesh Radio Show and other programs
* Created and produced weekly podcasts with John Tesh Network branding
* Instituted database marketing program and regularly published email newsletters
* Oversaw all content development for the radio show, online/Social Media programs, online video, and broadcast television program projects
* Responsible for all consumer-facing messaging, including website, mobile video and audio apps, and podcasting

**Entercom Communications,** Kansas City, MO (Nov 2010 to Oct 2011)

**Brand Manager/KZPT, KUDL, KGEX**

* Led programming, marketing, research, and online presence for each radio station
* Created KZPT from the ground up, including requirements gathering and listener research, developing programming, hiring talent, creating and executing launch and post-launch marketing activities

**CBS Radio,** St. Louis, MO (Feb 2004 to Sept 2010)

**Director of Programming/KEZK, KYKY**

* Responsible for programming, brand management, marketing, and research, for heritage Adult Contemporary Soft Rock 102.5 KEZK and established Adult Top 40 KYKY, Y98
* Successfully implemented new marketing strategies, including Social Media, SEO, and word of mouth marketing to increase ratings on both stations
* Took both stations to #1 in their target demographics
* Increased ratings on both stations led to record revenue and sustained revenue growth
* Launched streaming audio for both stations, some of the first CBS music stations to do so

**Viacom International**, Chicago, IL

**Vice President, Programming/WLIT**

**Entercom Communications,** Denver, CO

**Brand Manager/KOSI**

**Bonneville International,** St. Louis, MO

**Operations Manager/WVRV, WSSM**

**Greater Media,** Philadelphia, PA

**Program Director/WEJM, WMWX**