

Steven M. Brand

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Marketing and Advertising Professional with 20+ Years of Experience Serving a Variety of Clients

PROFILE

StrengthsFinder® Top 5 - Context • Connectedness • Harmony • Input • Futuristic

Experienced Leader in Marketing, Advertising and Media, Client Service & Production
Strategic Thinker and Problem-solver – Customer Service Maven – Positive Team Player

MAJOR ACCOMPLISHMENTS

LEADERSHIP

- Owner and client champion at established marketing /advertising firm serving variety of clients.
- Developed new strategy based on research and re-branded company to refocus current offerings and develop new products and services.
- Created service model and positioning strategy adding value to existing marketing services.
- Created New Media Group within established content-rich company. Engaged, motivated, and developed team members, enabling 300% revenue growth.
- Led collaborative team of content managers and UX and UI designers and developers in the design and production of digital products, marketing materials and corporate image collateral.
- Managed team of customer relations, design, development and production personnel; setting goals, managing project tasks; performance evaluations and other HR duties.
- Interfaced with and presented to Leadership, Marketing, Content Development, IT and Customer Service departments in development and execution of strategies for company.

MARKETING & CREATIVE SERVICES

- Developed, executed and analyzed marketing strategies to meet client challenges.
- Became trusted partner to retail marketing departments, managing integrated production and logistics for promotional campaigns.
- Assisted in strategy development, promotional design and production, scheduling, execution, support and event analysis.
- Programmed and managed media budgets including print, direct mail, broadcast, digital.
- Leveraged shopper marketing experience to promote brands and promotions.
- Designed and produced graphic layouts for marketing products and services.
- Managed core group of accounts, supporting client base, account management and new business development.

CLIENT SOLUTIONS

- Created multi-discipline promotional marketing campaigns for clients.
- Developed multi-unit support system to collect data, analyze requirements and deploy solutions based on promotion analytics.
- Designed adaptive product workflow system and documentation for instructional design, project requirements, architecture, UX and UI Design, QA test plans and product development.
- Coordinated budgets and ROI for product development and eCommerce using web site metrics and sales marketing data.
- Designed and developed project management software for production, tracking and archiving specifications.

PROFESSIONAL HISTORY

The Brand Group, San Antonio, Texas

Using my 20+ years of experience working with branding, retail marketing, restaurant chains, food and beverage brands, I help my clients develop marketing strategy & planning, design and production, media placement and logistics for their promotions, product rollouts, and brand awareness.

Marketing Consultant & Account Supervisor – 2012-Present

BrandPOP, San Antonio, Texas

Integrated point of purchase marketing firm. Using proprietary systems, BrandPOP's specialty is weaving together promotional execution for our clients that takes the burden completely off the franchisor. Developed and managed end to end business including sales and marketing, financial management, human resources, business strategy and planning. For clients, developed marketing strategy, designed, developed and executed promotional programs.

Owner, President & Account Supervisor – 2012-Present

Wasabi Creative, San Antonio, Texas

Account Supervisor for a variety of clients, including food and beverage brands, restaurants and other businesses. Managed client service, presentations and project management. Created Design Documents and UX designs for digital projects, UI for websites, applications, and other projects. Developed branding and collateral - logos, menus, brochures as well as full website design, development, and maintenance.

Account Supervisor & Designer – 2010-2013

PCI Educational Publishing, San Antonio, Texas

Publisher of supplemental educational products. Served as Director of New Media Group, designing and developing software products for retail. Led group of web site interaction designers, UX designers and developers for corporate ecommerce site and customer portal site. IT administrator for creative department.

Director of New Media Group - 1998-2004 | Management Team Member
IT Administrator – Creative Department

SSA Graphics, San Antonio, Texas

Multi-discipline marketing firm and advertising production facility. Served in sales, client service, design & production, marketing consulting and leadership. Helped clients build marketing strategy, executed marketing plans and developed Internet marketing products and services.

VP / Business Development - 2005-2012 | Project Director – SSA Interactive - 1995-1998
Sales Manager / Project Manager - 1993-1995

EDUCATION

B.A., Advertising, Marketing and Music, University of North Texas, Denton, Texas

ORGANIZATIONS & AFFILIATIONS

American Advertising Federation, San Antonio – Past President, Board of Directors
NCAA Final Four, San Antonio 2008 & 2010 – Lead Volunteer Coordinator
San Antonio Sports – Volunteer

INTERESTS

Marketing Strategy Planning, Media and Creative, Technology
Human Centered Design, Computer Graphics, Retail Marketing,
Shopper Marketing Social Media Platforms and Blogging,
Culinary Arts and Ethnic Cuisines, Music

DESIGN PORTFOLIO

<http://SteveBrand.info>

References available upon request