

# Steven M. Brand

San Antonio, Texas • 210.630.8042

Email: [sbrand@me.com](mailto:sbrand@me.com) • LinkedIn: <http://www.linkedin.com/in/stevenbrand>

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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, Graphics Production & Client Service  
Strategic Thinker and Problem-solver – Customer Service Maven – Positive Team Player

## MAJOR ACCOMPLISHMENTS

### LEADERSHIP

- Owner of established promotional print & logistics firm serving many large franchised chains.
- 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 and motivated staff and helped enable 300% revenue growth.
- Led collaborative team of creatives 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.
- Trusted partner to retail franchise marketing departments, managing integrated print and logistics for POP campaigns.
- Assisted in strategy development, promotional design and production, scheduling, execution, support and event analysis.
- Programmed and managed marketing 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 retail clients.
- Developed franchise 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, 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 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 – 2012-Present

### **BrandPOP**, San Antonio, Texas

Integrated point of purchase printing & logistics firm focused on franchisors. 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 & CEO – 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 print 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 - 1988

## ORGANIZATIONS & AFFILIATIONS

American Advertising Federation, San Antonio – 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

**References available upon request**