

MARK EDWARDS EDELSTEIN

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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
- Testing of campaigns and products using Focus Groups, telephone, and online surveys, and User Observation
- Creation and execution of marketing campaigns across a wide range of industries and budgets ranging from thousands to millions of dollars per year
- Effective and highly successful leadership, team building, and mentoring
- Preparation and management of budgets up to \$5 million and supervising teams of 3 to 55 people

Specialized Expertise:

Analytics	CRM	Project Management
Requirements Analysis	Marketing	Public & Media Relations
User Acceptance Testing	Requirements Gathering	Data Analysis
Accessibility Improvement	Needs Analysis	Reporting & Metrics
Content Creation	Online & Social Media	SEO
Content Marketing	Scrum Master	SEM/PPC
Content Strategy	Streaming Audio Creation	Website UX/UI
Copywriting	Product Marketing	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 design 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
 - Leading Standup and Scrum activities
 - Needs Analysis
 - Creating Roadmaps
 - Short and long-range planning
 - User Testing
- Serving on company-wide Accessibility Improvement team, helping to make all touchpoints 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 industries.

- Provide full-scale account management of online presence, social media strategy, email and database marketing, 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
 - Marketing Planning
 - Online Advertising
 - SEO/SEM
 - 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 prototyping, research, and use of best practices
- Use online testing and Focus Groups to create best UX based on target users' needs
- 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, online sales, customer acquisition, and retention

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

Senior Account Manager

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

CUR 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
 - Music industry relations
 - Music programming
 - Prototyping and testing
 - Quality assurance
 - UX/UI testing
 - Website design
- Led Agile Development Scrum 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 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