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**MARK EDWARDS EDELSTEIN**

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**QUALIFICATIONS SUMMARY**

Known professionally as Mark Edwards, he has had a career in Online and Social Media, marketing, content creation and broadcasting that spans almost every form of media. He has been operating Mark Edwards Worldwide, the multi disciplinary media consultancy, since 2007 to work with selected clients on Online Presence, Social Media, SEO, SEM, and Content Creation projects. As Senior Account Manager with Supplemental Oxygen Digital, he worked on creative and tactical planning, creation, and execution for scores of clients in a Digital Agency setting. For over two years,, he was an integral team member of the now defunct next generation music streaming startup CÛR Media, applying his skills to both the technical and content creation aspects of the business.

He has worked extensively in the product marketing, online and social network spaces, UX/UI, website and app creation and usability, analytics, SEO, SEM, podcast and streaming audio creation, public relations and media relations, creating online and broadcast video programming, and leading appropriate clients into the world of branded content and content marketing. Edwards has worked in multiple roles, from Account Management to one-time consulting, providing clients with assistance tailored to their exact needs and creating unforgettable user experiences. His work can be found on almost every communications platform in the online and broadcast spaces.

Among his many accomplishments are launching one of the first websites for a radio station in 1992, producing the first direct mail video for a broadcast property, and an unsurpassed track record in launching new broadcast and online brands. Few in any industry can match Edwards' unique understanding of the convergence of technology and content, online strategy and tactics, as well as his deep understanding of usability and best practices for dozens of online platforms, many of which he has worked with since their inception.

**PROFESSIONAL EXPERIENCE****MARK EDWARDS WORLDWIDE-PROF. SERVICES – St. Louis, Missouri****2007 to Present**

Private Consultancy Practice

***Managing General Partner***

- Adviser to brands, networks, and publishers on Marketing Planning and Execution, Social Media, UX/UI, SEO, Analytics, Online Advertising, Community Building, Branded Content Creation, and maintaining strong “always on” Online Presence.
- Expert in creating integrated marketing plans using latest technologies and content strategies across many platforms for firms and individuals around the country.
- Full Scale account management of online presence, social media strategy, email and database marketing, and content creation for clients.
- Improved SEO on sites, monitoring performance using Google Analytics, platform-specific metrics tools, and client supplied tools such as Kissmetrics.
- Designed, executed, and monitored 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 research and use of Best Practices. Using online testing and Focus Groups to create best UX based on target audience.
- Evangelist for creating the best possible User Experience by intelligent design and testing before and after deployment.
- Handled all aspects of the business, including bookkeeping, billing and collections, bidding projects, and other financial related tasks.

**SUPPLEMENTAL OXYGEN DIGITAL – Chicago, Illinois****2016-2017**

Private Company Online/Digital Advertising Agency

***Senior Account Manager***

- Provided “white label” full service Digital Agency services to broadcast stations in Top 25 markets.
- Created omnichannel marketing campaigns for clients of all sizes.
- Planned, executed, and analyzed Digital Display, SEO, SEM/PPC, Video, Targeted Email, and other Digital Advertising campaigns.
- Developed and managed budgets and monitored campaigns for optimal performance, adjusting as needed.

*(Professional Experience– Continued)*

- Presented campaign results to stakeholders using multiple online meeting and presentation platforms.
- Wrote detailed campaign analysis reports for different audiences with each report tailored to stakeholders' needs.

**CÜR MEDIA, INC.** – South Glastonbury, Connecticut**2014 to 2016**

Public Company (CURM) Online Media/Technology (No Longer Operating)

***Music Technology Director/Audio Genre Manager***

- Contributed to every operational area of next generation online music streaming service.
- Helped design and deploy technology and applications for music selection and delivery. Testing of User Interface, User Experience, and Quality Assurance activities using Focus Groups and Online testing and recommended improvements to apps and web assets.
- Acted as liaison between Technical Group/Developers, Music Programmers, and Marketing Team to ensure open communications and that every team member understood how every other team member contributes to the product.
- Led Agile Development Scrum teams, Sprint Planning, Grooming, and Retrospective using JIRA and Confluence.

**UNISYS CORPORATION**–St. Louis Missouri/Reston, Virginia**2014-2015**

Public Company (UIS.N) Information Technology

***Content Manager/Web Analytics Specialist-United States Department of Justice (Contractor)***

- Managed web assets and mobile applications for various United States Department of Justice bureaus.
- 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. Tested prototype sites and apps to improve UX and UI. Worked with Visual Studio and Xamarin, as well as Gliffy to create wireframes and mock-ups.
- Extensive work with HTML5, Bootstrap, CSS, and proprietary Department Of Justice systems.
- 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.
- Using internally and externally developed tools, did analysis on web traffic and site usage.
- Developed migration strategy to move sites to new CMS platform.

**TESHMEDIA GROUP** – Los Angeles, California**2012-2013**

Private Company Broadcast, Online, and Live Entertainment

***Senior Vice President, Content Development***

- Initially hired to revamp and coordinate online presence and Social Media for The John Tesh Radio Show and other company activities. Generated immediate growth in listener database, Facebook and Twitter engagement, and website visits.
- Promoted to oversee all content development for the radio show, online/Social Media programs, online video and multiple television program projects. Responsible for all consumer-facing applications, including website, mobile video and audio apps, improving UX and UI on owned platforms, and optimizing Social Media presence and SEO.
- Promoted content using Google AdWords, Branded Content, and on-platform advertising on Facebook, Twitter, and other services.
- As part of project management and product launch, planned campaigns, researched partners/suppliers, prepared RFP's and SOW's and presented project proposals to owners. Tracked project progress from beginning to end, making sure timelines and benchmarks were met.

**ENTERCOM COMMUNICATIONS** – Kansas City, Missouri**2010 to 2011**

Public Company (ETM) Radio Broadcasting Industry

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

- Recruited to program KUDL and KGEX. Both products were overhauled and improved, but KUDL did not perform as expected with adults in younger part of 25-54 demo. Participated in decision to build new Bright AC station KZPT (99.7 The Point) targeting KUDL's lower end and KGEX's upper end to create a 25-49 female powerhouse.
- Charged with building the new station from the ground up, including on-air, online, social media, and marketing. Created project outline, led music testing and Focus Groups, developed comprehensive launch plan and timeline for management approval, and proceeded to execute the plan. KZPT achieved immediate success and became a market leader in all female audience metrics while increasing revenue substantially.

*(Professional Experience– Continued)*

**CBS RADIO**– St. Louis, Missouri

**2004 to 2010**

Public Company (CBS) Broadcasting and Entertainment Industries

***Director of Programming***

- Responsible for programming, brand management, marketing, and research, for heritage Adult Contemporary Soft Rock 102.5 KEZK and established Adult Top 40 KYKY, Y98.
- Led all product research, including Focus Groups, music testing, and telephone surveys.
- Prepared and managed budgets for \$5 million programming departments and supervised staff of 55.
- Successfully implemented new marketing strategies, including Social Media, SEO, and Word Of Mouth marketing to increase ratings on both stations.
- Prepared RFP's, selected vendors for projects and promotional goods, and monitored spending on those and other activities. Reported financial data on a monthly basis to Corporate office and local management.
- Planned and executed partnerships with other divisions within CBS and Viacom as well as local media outlets and brands.
- Brought KEZK to its highest ratings in all adult demos and #1 12+ for the first time ever, growing audience despite lack of conventional marketing resources.
- Took KYKY to #1 adults and women 25-54, something that had never been done.
- Increased ratings on both stations led to record revenue and sustained revenue growth.

**DATA MANAGEMENT PROFICIENCIES**

- **OPERATING SYSTEMS:** Mac OS X Sierra and previous versions, Windows 10 (beta tester) and previous versions to 3.0, iOS 10.3 (beta tester) and previous versions, Android 7.1 and previous versions, Chrome OS (beta tester).
- **SOFTWARE:** Microsoft: Word, Excel, PowerPoint, Outlook, Visual Studio, TFS, Skype, Lync. Apple: Pages, Keynote, Numbers. Google: Analytics, AdWords, Search Console, Tag Manager, Sheets, Slides, Docs, Atlassian: JIRA, Confluence. Avid: ProTools. Xamarin. Giffy, Slack, Trello, MailChimp, Constant Contact, Kissmetrics, Marketo, Sprout Social, TAP, HTML5, Bootstrap, CSS, WordPress, Tumblr, Hootsuite, Buffer, many other Social Media/Content Creation publishing and analytics items.
- **HARDWARE:** Windows desktop and notebook systems, iMac, MacBook Pro, MacBook Air, iPhone, iPad, Android phones and tablets, AWS using Mac and Windows interfaces.