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Top Skills

Team Leadership
UX / UI
Agile Project Management

Languages

English

Publications

St. Louis-A Tale Of Two Cities, Again
The App That Helps Blind People See
In Praise Of The Under-Appreciated
HR Director
Inspire Me Today
Radio Again Marginalized By New
Technology

Mark Edwards Edelstein

Innovative Business Analyst and Marketing Technologist
Greater St. Louis

Summary

Companies hire me as a Business Analyst because they know I will immerse myself in the full spectrum of the business to solve complex problems, drive positive change, engage customers, and create P&L impact.

My technology, marketing, content creation and management, analytics, operations, and project management background gives me the experience I need to deliver enterprise systems, unforgettable online experiences, and multiplatform data-driven campaigns. I am an early adopter of technologies and a naturally curious leader who bridges the gap between technical experts and management teams.

Company Experience: startup, small, midsize, and Fortune 100 / 500 businesses

Industries: communications, consumer packaged goods, entertainment and media, financial services, food & beverage, government, healthcare, manufacturing, publishing, retail, technology, telecommunications

As a Senior Business Analyst for TD Ameritrade, I am leading the migration of 5 enterprise websites to the Adobe Experience Manager CMS platform. My project highlights include the delivery of the company's first China site as well as a new retail site serving more than 12M client accounts. Since 2007, I have also been hired as an independent business analyst and marketing technologist to help clients achieve digital transformation within B2B and D2C markets.

While migrating Department of Justice sites to a new CMS platform as a Content Manager and Web Analytics Specialist for Unisys, I was hired by the founders of CÜR Media to lead the product content team for this startup music streaming service. I also served as the Senior Vice President of Content Development for John Tesh's media company where I ushered his brand into the podcast space

while growing his brand across radio, TV, live event, and online platforms.

The trajectory of my career began in radio with companies like Entercom, Viacom, CBS Radio, and Bonneville International. Hired into operations and programming leadership roles, I leveraged data and digital assets to transform legacy brands, several of which grew to #1 and #2 rankings in their unique target markets.

Technical Experience: Agile Development, Scrum Master, Jira, Confluence, Project Management, CMS, Adobe Experience Manager / AEM, SharePoint, WordPress, Drupal, Website Development and Migration, UX / CX / UI / SEO / SEM / PPC, Mobile App Development, Project Architecture, eCommerce, Analytics, Requirements Analysis, User Acceptance Testing, Accessibility, Digital / Multiplatform Marketing Strategy, Content Strategy

Experience

Accenture

Business Analyst, Office Of The CIO

March 2021 - Present (1 month)

St Louis, Missouri, United States

Business Analyst working on the migration of internal CMS to Adobe Experience Manager platform.

Mark Edwards Worldwide

Founder, Marketing Technologist

2007 - Present (14 years)

Greater St. Louis Area

Hired as a subject matter expert to leverage analytics in the creation and execution multiplatform marketing campaigns that increase customer acquisition and retention. My work spans eCommerce, advertising, editorial, and consumer engagement strategies. Google Partner since 2014.

Example Projects:

- sO2: Hired by this white-label, full-service digital marketing agency serving broadcast stations in 9 of the top 25 U.S. markets. Created and executed

omnichannel, integrated marketing campaigns for advertisers across industries using Google AdWords, Bing Ads, and Yahoo.

- Amini's Galleria: Selected by this multi-state game-room and outdoor furniture retailer to grow their digital footprint, increase customer acquisition and sales, and improve retention. Designed and launched multichannel advertising campaigns, led email marketing, and optimized SEM and SEO.
- Local Telecom Company: Led a long-term project, creating online marketing and social media programs.
- Podcasts: Designing programming and formats, marketing, and monetization strategies for two podcasts—one of which is still in place today.
- Rob Barnett Media: Advisor on website design and content and marketing strategies with an emphasis on email marketing and improving the analytics on marketing programs.

TD Ameritrade

Senior Business Analyst, Customer Relationship Marketing

2018 - February 2021 (3 years)

Greater St. Louis Area

Hired by this Fortune 500 investment advisory and online trading business to migrate enterprise websites to a new consumer-first content management system (CMS), Adobe Experience Manager. Agile development specialist managing standup and scrum activities, needs analysis, roadmap development, short- and long-range planning, and user acceptance testing. Dotted-line responsibility for +25 developers and designers in St. Louis, Jersey City, Baltimore, and India.

- Launched 5 websites, including creation of the company's Chinese site, www.tdameritrade.com.cn, from concept. Worked with Chinese government agencies and telecom vendor to maintain compliance and stand-up servers in China.
- Leading development and content deployment for the November launch of the primary retail site, www.tdameritrade.com, on the Adobe Experience Manager platform. Prior to the 2020 acquisition by Charles Schwab Corporation, company had \$6B in net revenues, +860K trades daily, and 12M client accounts with \$1.3T in assets under management.

- Chaired the Annual Business Analysts Summit, a 2-day seminar focused on best practices and industry trends. Recruited and secured speakers, established an agenda, and orchestrated in-person and remote events for +35 attendees.
- Member of the companywide Accessibility Improvement Team that is working to make all online touchpoints fully accessible for clients and employees.

CÜR Media, Inc.

Music Technology Director, Audio Content Manager

2014 - 2016 (2 years)

Hartford, Connecticut Area

Recruited by founders into a music and technical leadership role for this startup music streaming service designed for mobile and online platforms targeting the 13-24 market. Managed content development, marketing research, music industry relations, music programming, prototyping, UX / UI testing, quality assurance, and website design. Directed agile development teams and scrum masters.

Unisys

Content Manager, Web Analytics Specialist

2014 - 2015 (1 year)

Greater St. Louis Area

Hired by this Fortune 1000 global IT company to leverage content and analytics in the launch and management of online assets and mobile applications for U.S. Department of Justice bureaus.

- Content and analytics lead in the migration of legacy HTML sites to Microsoft SharePoint CMS platform and UX design in compliance with federal regulations and ease-of-use requirements, including W3C and Section 508 accessibility standards.
- Elevated the department's focus on website analytics by designing, monitoring, and reporting on findings through Google Analytics, Google Search Console, and internal systems.

TeshMedia Group

Senior Vice President, Content Development

2012 - 2013 (1 year)

Greater Los Angeles Area

Hired by musician and talk show host John Tesh to expand content development and distribution for this media company focused on content about health, relationships, finances, and personal growth. Managed all content for the syndicated “The John Tesh Radio Show,” .com and social media platforms, and broadcast television projects.

- Transformed John’s online presence, including the rebuilding of www.Tesh.com, new social media branding, and content, and the creation of an early-to-the-market podcast—“Intelligence for Your Life.”
- Advisor in the marketing and promotion of live concerts, including the 2012 summer U.S. tour.

Entercom Kansas City

Brand Manager

2010 - 2011 (1 year)

Kansas City, Missouri Area

Hired by the Head of Programming to lead the transformation of a +40-year-old brand that had been sold and reinvented multiples times. Company restructured in 2011.

- Rebranded KUDL Soft Rock 98.1 as an FM simulcast for KMBZ—the oldest-surviving station in Kansas City and a market-leading AM news and talk radio station.
- Rebuilt KGEX Gen X Radio 99.7 as KZPT 99.7 The Point, shifting from a Gen X format to one focused on hot adult contemporary programming. Created a foundation that positioned this brand as a top-3 performer in the target A18-49 demo.

CBS Radio

Director of Programming, St. Louis Market

2004 - 2010 (6 years)

Greater St. Louis Area

Drew upon industry and market experience as the head of programming, brand management, marketing, and research for the adult contemporary station, Soft Rock 102.5 KEZK. Took on additional responsibility for the hot adult contemporary station, KYKY Y98. Directed +60-member team. Company restructured in 2010.

- Elevated KEZK to #1 from a consistent #2/#3 ranking in the target A25-54 demo.
- Transformed KYKY from a consistent #4/#5 ranking to #1 within the target A18-49 demo.
- Reimagined legacy station websites into destinations for compelling content. Leveraged content to create a social media presence on Facebook, Twitter, and Pinterest.
- Led the first launch of streaming audio for CBS Radio music stations, creating a model that was adopted by peer music stations nationwide. Bridged the gap between engineering and programming teams to gain a first-mover advantage.
- Ushered stations into a new level of growth and relevance as the first member of the management team to embrace new analytics tools like Google Analytics and the full suite of Arbitron (now Nielsen) products.
- Named One of America's Top 20 Radio Programmers by Radio Ink Magazine.

Entercom, Denver Market

Brand Manager

2003 - 2004 (1 year)

Denver, Colorado, United States

Accepted a 1-year engagement from a new leadership team to strengthen the brand, develop talent, and improve process discipline for the growing adult contemporary station, KOSI 101. Took on additional brand management for the hot adult contemporary station, KALC Alice 105.9. Returned to family in St. Louis after completion of contract.

- Maintained KOSI's #1 market ranking in the A25-54 demo while moving KALC from #12 to #1 within the target A18-34 demo.

Bonneville International

Operations Manager

2001 - 2003 (2 years)

St Louis, Missouri, United States

Hired by new leadership team to grow audience engagement and revenue growth for the underperforming adult contemporary station WVRV The River 101.1. Took on additional management of a smooth-jazz station, WSSM Smooth 106.5. Led a +30-member team responsible for programming and marketing on on-air and new .com platforms.

- Turned around WVRV performance, ranking in the top 3 in the target A18-49 demo.
- Reversed a pattern of losses, achieving profitability by creating and launching new marketing and live-event programs.

Education

University of Evansville

Mass Communication/Media Studies

North Central High School

College/University Preparatory and Advanced High School/Secondary Diploma Program