

# MARK EDWARDS EDELSTEIN

(773) 336-2753  
Chesterfield, MO 63017

edwardsmark@gmail.com  
hiremarke.com

## IN BRIEF

Offering over 20 years of experience in the Marketing, IT, Online Media, Content Creation, and Broadcasting industries, driving revenue and engagement through:

- Agile development, managing standup and scrum activities, needs analysis, roadmap development, short and long-range planning, and user acceptance testing
- 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
- Practical and highly successful leadership, team building, and mentoring
- Testing of campaigns, online properties, and products using Focus Groups, online surveys, and User Observation
- 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	Requirements Elicitation
User Acceptance Testing	Requirements Gathering	Data Analysis
Accessibility Improvement	Sprint Planning	Reporting & Metrics
Content Creation	Online & Social Media	SEO
Content Marketing	SDLC	SEM/PPC
Content Strategy	Agile Development	Website and App UX/UI
E-Commerce	Product Marketing	Mobile App Creation

## COMPUTER PROFICIENCIES

**Operating Systems** - Mac OS, Windows 11/10, iOS, Android, and Chrome OS

**Software** - Microsoft Office Suite, Azure DevOps, Teams, 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, Slack, MySQL Adobe: Experience Manager, Creative Cloud, Workfront, Trello, MailChimp, Constant Contact, Kissmetrics, Marketo, Sprout Social, TapClicks, HTML5, Bootstrap, CSS, WordPress, 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

**Member**, International Institute of Business Analysis

**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

**Accenture**, Chicago, IL/St. Louis, MO (Mar 2021 to Present)

### **Business Analyst, Office Of The CIO Adobe Transformation Project**

- Analyst for project moving Accenture.com from Sitecore to Adobe Experience Manager, overseeing migration and governance of assets and development of site taxonomy. Working closely with business and technical stakeholders and developers, designers, and testers around the world.
- Daily work activities in functional areas include:
  - Agile Development
  - Story Creation And Refinement
  - Needs Analysis
  - Business Requirement Gathering
  - User Training
  - Team Management/Development
- Active in enterprise-wide Agile Development training and coaching (contracted through Experis)

**TD Ameritrade**, Town & Country, MO/Omaha, NE (Mar 2018 to Feb 2021)

### **Senior Business Analyst/Marketing Technology Consultant, Marketing Technology Office Customer Relationship Marketing**

- Senior Analyst for enterprise-wide Content Management System redesign 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
  - Business Requirement Elicitation
  - Needs Analysis
  - Creating Roadmaps
  - Short and long-range planning
  - User Testing
- Appointed to Steering Committee of company-wide Accessibility Improvement team, helping to make all touchpoints, mobile and desktop, 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 B2C industries.

- Provide full-scale account management of online presence, social media strategy, email and database marketing, e-commerce campaign design and execution, 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/SEO
  - Marketing
  - Online Advertising
  - Podcasting
  - 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
- Specialist in improving User Experience in both mobile applications and websites through requirement elicitation, prototyping, research, and use of latest and best practices
- Use online testing and Focus Groups to create outstanding User Experiences based on business requirements
- Handle all aspects of the business, including bookkeeping (AR/AP), marketing, sales, scope development, project bidding, and account management

*Consulting assignments where I acted as an embedded full-time employee*

**Amini's Galleria** - Chesterfield, MO (Jan 2018 to Aug 2018)

### **Director, Digital Marketing And Engagement (Consultant)**

- 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, increase in e-commerce presence and sales, customer acquisition, and retention

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

**Senior Account Manager (Consultant)**

- Provided white label full-service digital agency services to broadcast stations in Top 25 markets
- Created omnichannel integrated marketing campaigns for B2C clients of all sizes, including:
  - Automotive
  - Furniture & Design
  - Hospital Networks
  - Big Box Retailers
  - Electronics/Appliances
  - Physician Groups
  - Entertainment
  - Home Improvement
  - Realtors
- Planned, executed, and analyzed Digital Display, SEO, SEM/PPC, Video, Targeted Email, and other Digital Advertising campaigns

**CÜR Media**, South Glastonbury, CT (Jan 2014 to Aug 2016)

**Music Technology Director/Audio Content Manager**

- Contributed to every operational area of next-generation online music streaming service including:
  - Content development
  - Marketing research/campaign planning
  - Music industry relations
  - Music programming
  - Prototyping and testing
  - Quality assurance
  - UX/UI testing
  - Website design
- Led Agile Development 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

**Audacy (formerly 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 requirements gathering and listener 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