

Steven Stoker

objective

To leverage my 5+ years of in-depth digital and social marketing experience to help share meaningful stories and ideas with relevant audiences.



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education

UNIVERSITY OF DENVER

June 2011

MBA – Concentration – *Digital Marketing and Design*

BSBA – Marketing – *Daniels College of Business*

BA – Journalism – *School of Communications*

Minor – Leadership Studies

skills

WEB/GRAPHIC DESIGN

Technical skills and professional training in:

- HTML/CSS
- Drupal/Wordpress/
Various CMS
- Adobe Suite (PS, AI, ID)
- Photo editing / image processing
- SEO best practices

experience

BRECKENRIDGE TOURISM OFFICE | Fall 2012 - Present

Marketing Manager

The Destination Marketing Organization for the Town of Breckenridge (GoBreck)

- Develop content strategy to support brand positioning
- Manage, optimize and analyze a wide breadth of advertising media campaigns including: social media, digital display, PPC, native content marketing, e-mail, video, print, radio and TV
- Strategize voice and tonality of the Breckenridge brand and ensure proper messaging and relevancy throughout marketing, special events, sales and public relations
- Track and analyze website, campaign and industry trends, usage, engagement, travel planning tendencies, sales leads and other data points to formulate plans to improve and optimize marketing reach and sales growth
- Function as the information architect, researching ways to interact with new media, improve user experiences and increase engagements
- Manage vendors including: creative advertising agency, media buyer, analytic consultants, SEM agency, social media agency, technical web developers, and contracted content editors
- Manage high traffic websites: gobreck.com and breckconnection.com, including content, design, technical development, e-commerce, mobile apps and user experience - with major website redesign and usability study
- Manage and plan marketing budgets

*Part of award winning #BreckBecause marketing **campaign**

COLORADO MOUNTAIN COLLEGE | Fall 2016 - Present

Adjunct Professor

Adjunct instructor teaching business and marketing classes

- Develop and implement course syllabus and deliver on educational goals using relevant personal experience and extensive industry research
- Instruct and assess a diverse population of traditional students, working adults and returning students with a wide variety of educational backgrounds and experience.

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skills (cont'd)

MEDIA BUYING

Insight into purchasing:

AdWords | Facebook |
Instagram | Twitter | Pinterest |
Programmatic Digital Display |
Video Pre-Roll | native
placement | Radio | TV | Print

MARKETING ANALYTICS

Experience analyzing data:

Google Analytics | Social
Media analytics | other various
cognitive marketing metrics

DIGITAL

COMMUNICATION

Active and experienced blog
writer | tweet author | gram
poster | Facebook poster |
Snapchatter | Pinterest pinner |
video editor | experienced
storyteller

interests

- Active Outdoorsperson passionate about: backcountry skiing, mountain biking, kayaking and exploring
- Amateur musician dabbling with guitar, piano, trumpet and accordion
- Organizer and coach for Summit County Startup Week and other entrepreneurship community events

experience (continued)

ENTERCOM | Summer 2011 – Fall 2012

Digital Content Coordinator

Managed digital content, social media campaigns, on air commercials and projects for a major radio cluster in the Denver Area, working on the brands Alice 105.9, KOSI 101.1, 99.5 The Mountain, KZMT

- Organized, wrote, researched and edited social media and digital content for high trafficked brands including creative and professional copy, photography, graphics, video and web design
- Worked with clients to develop and write scripts for commercials spots that were played for a major market audience
- Worked closely with clients and on-air personalities to execute successful digital campaigns including developing creative content and tracking analytical data

METROMIX - 9NEWS | Spring 2010 – Summer 2011

Marketer, Writer and Editor

Team member of KUSA Channel 9News Entertainment Division, Metromix Denver

- Generated content by writing articles, editing web content, taking and editing photos, conducting interviews and background research and helping to produce the Metromix TV Show
- Promoted and marketed Metromix Denver, disseminating the company's brand through social media, event planning and other marketing strategies

UNIVERSITY OF DENVER | Spring 2009 – Spring 2011

Public Relations Assistant

Employed by the Daniels College of Business for public relations and marketing

Responsible for researching and writing press releases related to events throughout the college

- Connected local and national news publications/networks with expert opinions from Daniels' professionals
- Developed and composed reports on the College's interaction with media as well as co-managing the social media campaign

TERRY HINES & ASSOCIATES | Winter 2010 – Spring 2011

Marketing Intern

Interned with a marketing and promotions firm representing major film companies such as Disney, MGM and Lionsgate in the greater Denver area

- Organized and publicized advanced screenings for feature films, analyzed and collected viewer feedback and wrote detailed reports for clients.
- Developed creative promotional strategies, generated media coverage for special events, managed online and mobile promotion projects
- Collected market research data for the Rocky Mountain region and provided press materials for newspapers, radio and TV