

Stephen Colwell | Head of Marketing, Brand Strategist, Content Expert, Agile Practitioner

Orange County, CA

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Professional Summary

ROI-driven marketing and business development head with 7+ years executive experience leading high-performance growth teams. Strategic and analytical thinker, adept at implementing data-driven inbound and outbound strategies encompassing the entire customer lifecycle. Works seamlessly between stakeholders and development teams, guiding and leading mission-critical marketing initiatives while installing the same scalable strategies and proven practices run by today's top performing companies. Understands high-level business objectives, develops detailed, actionable plans and roadmaps, empowers creative and technical teams to accelerate progress and perform their best with high levels of sustained focus and attention. Known for distilling complex concepts into clear, actionable steps, skilled at designing high-performance sales funnels, integrating content and design for maximum audience engagement. Excellent communicator and out-of-the-box problem solver who takes initiative and learns quickly in fast-paced environments adhering to core values and strategic goals, while never losing sight of the big picture.

Highlights & Accomplishments

- ❑ Led marketing team that grew client revenue from \$10MM to \$100+MM within 36 mos.
- ❑ Led International development team and campaign for tech start-up, leading to 8x increase in investor interest
- ❑ Led B2C digital campaign for consumer products firm, generating 2000% increase in lead volume
- ❑ Led start-up marketing firm in B2B & B2C client acquisition resulting in \$50k+ development contracts
- ❑ Led B2B SAAS sales department and reseller acquisition, resulting in 70% YoY growth in user-base
- ❑ Invited to speak at multiple marketing conferences on a range of business topics

Core Competencies

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|------------------------------|-----------------------------|------------------------------|
| ❑ B2B & B2C Growth Strategy | ❑ Customer Acquisition | ❑ Account Growth |
| ❑ Marketing Campaign Manager | ❑ Marketing Funnel Design | ❑ Program/Project Management |
| ❑ Communications Strategist | ❑ Sales process integration | ❑ Workflow Optimization |
| ❑ Content Copywriter | ❑ Customer journey | ❑ Executive-level leadership |

Professional Experience

Founder | Completing.com | Orange County, CA | 2018-Present

- Founded Completing, an outsourced project services firm. Developed company's business model and strategic plan, designed all brand assets, content, and positioning.
- Led creative and technical teams throughout development of all brand assets including website and marketing collateral.
- Generated (3) strategic partners and (1) 5-figure monthly contract during the first 3 mos. in business.
- Completing empowers executives and business owners to delegate their mission-critical projects to a skilled project manager, freeing them to focus on other more important tasks and activities.

Founder | Clarify Media | Orange County, CA | 2013-2018

- Responsible for developing and executing all national and global marketing initiatives for major accounts.
- Head of marketing strategy, operations, budgeting, and creative.
- Manage & deploy all marketing personnel, systems, and processes for national and global scale.

Chief Marketing Officer | Immedia Creative | Orange County, CA | 2010-2013

- Co-launched and managed full-service digital agency specializing in B2C branding and marketing.
- Head of marketing overseeing multiple complex projects involving creative and technical teams.
- Developed & managed multiple B2C campaigns in health, finance, & insurance.
- Head of business development, generated five and six figure contracts while co-managing complex projects.

Dir. Business Development E2Impact Inc. Orange County, CA 2004-2010	
<ul style="list-style-type: none"> Generated multiple web and software development sales for B2B cloud software. (Saas) Sold and managed 5-figure marketing and sales automation systems for key national accounts. Integrated all front-end campaigns with back-office sales systems for workflow efficiency. Responsible for end-to-end delivery of client solutions. 	
Sr. Client Strategist Earnware Corporation Carlsbad, CA 1998-2004	
<ul style="list-style-type: none"> Managed inside sales team toward successful acquisition of 5 and 6-figure software implementations. Co-developed value added reseller program and onboarded multiple strategic partners. Promoted to sales management role within 6 mos. Hired, trained, and managed sales team in all aspects of the complex sale. 	
Sales Associate San Juan Group 1994-1997	
<ul style="list-style-type: none"> Top performing sales associate for new home builder. Managed sales cycle from prospect to closing including lead generation, presentation, follow-up, contract negotiation and closing. Earned top salesperson achievement for sold-out new development. 	

Education & Certifications	
<ul style="list-style-type: none"> University of Southern California, Los Angeles B.A., International Relations, Business Minor Certified Scrum Product Owner (PSPO1) Scrum.org, Los Angeles, 2017 	<ul style="list-style-type: none"> Marketing Experiments Certified San Francisco, CA 2010 Digital Marketer Certified Orange County, CA 2016

Skills & Qualifications	
<ul style="list-style-type: none"> Agile Practitioner & Change Agent Scrum Certified Project Manager Workflow efficiency implementor Excellent written and verbal communicator 	<ul style="list-style-type: none"> Organized and detail oriented Team leader, motivator, & mentor Analytical & creative problem solver Growth mind-set

Additional Credentials	
Assessments:	<ul style="list-style-type: none"> DISC: 3-4-2-1 KOLBE A: 5-7-6-2
Awards:	<ul style="list-style-type: none"> President's Club Sales Award Winner
Organizations and Volunteer Experience:	<ul style="list-style-type: none"> USA Certified Youth Soccer Coach Baseball Coach & Umpire Disabled Sports Easter Sierra Military Veterans Support
Interests:	Backpacking, fitness, outdoors, coaching, American history
Sample Portfolio:	http://www.stephencolwell.co