

# STEVE R. GIBSON

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Please visit [www.stevergibson.com](http://www.stevergibson.com) for more information.

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## **ONLINE MARKETING DIRECTOR/MANAGER** ***E-Commerce / Market Research / Strategic Positioning / Social Media***

Talented, Online Marketing Manager with a proven record of accomplishments in developing and deploying comprehensive marketing strategies. Solid leadership skills; able to build and guide top-performing marketing teams. Adept at communicating with management, strategic business units, third party vendors, and internal departments to coordinate overall online marketing efforts.

- Strategic Online Planning
- Social Media Integration
- Web Development & Management
- E-Business Metrics and Analytics
- E-Marketing Innovation
- Online Media Planning & Purchasing
- Research & Development of Channels
- Team Building & Management
- Budget Preparation and Allocation
- Project Management

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## **PROFESSIONAL EXPERIENCE**

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### **SENIOR ONLINE MARKETING MANAGER** , 2008 – Present UPPER DECK – Carlsbad, California

Built and maintained all online marketing strategies. Managed a staff of 5 in development of online presence, marketing plans and revenue goals.

#### ***Selected Contributions***

- Developed multiple social media sites for various Upper Deck brands.
  - Increased affiliate membership by 300% and affiliate revenue by 100%
  - Set up and maintained multi-tiered cost per click and banner advertising campaigns optimized for products, athletes, teams and brand.
  - Integrated commerce site with directories, shopping networks and search sites including Google Base, Shopping.com, Pricegrabber, Pronto, etc...
  - Managed analytics for all web traffic utilizing Omniture and Google Analytics.
  - Conceived, designed and executed complete marketing strategy based on time sensitive campaign metrics.
  - Created and contributed to multiple company web sites and online marketing vehicles.
  - Trained staff members from multiple departments in social media, blog maintenance, community development and automation tools.
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## **DIRECTOR OF MARKETING, 2001 - 2008**

SKYABOVE – Temecula, California

Developed, executed, and managed online marketing plans for multiple clients. Communicate with clients, staff and third party contributors to develop online presence, marketing plans and revenue goals. Set up market research and analyses planning. Innovate new ideas and spaces for online opportunities. Created social network plans and communities.

### ***Selected Clients and Projects***

- Developed social media plans, websites, promotion schedules, SEM campaigns, marketing plans, SEO optimization for approximately 75 clients including.
    - Credit Repair.com
    - Xtreme Fit
    - Metal Mulisha Drinks
    - Stan Lee (POW Entertainment)
    - Special Ops Paintball
    - Temecula Valley People Helping People
    - Many more – See [www.stevergibson.com](http://www.stevergibson.com)
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## **DIRECTOR OF ONLINE MARKETING, 2001 – 2004**

LEXINGTON LAW FIRM CCS – Bountiful, Utah

Developed and managed all online marketing directives including pay per click, organic search, site design, content development, marketing channels and online media buys. Defined and evaluated product marketing collateral, programs, and analyses. Managed tracked, projected, and reported all online marketing efforts. Tracked CPA (Cost Per Acquisition) across all marketing segments. Provided leadership and direction to marketing associates and vertical business units to ensure marketing congruence with objectives.

### ***Selected Contributions:***

- Complete build out of online marketing verticals including identifying targeted customers and groups, effective pricing strategies, service enhancement and retention, cost per acquisition.
- Cost per Click (CPC) campaign research and development.
- Web traffic analytics, optimization and reporting.
- Planned and led execution of online advertising campaign that tripled monthly revenue.
- Design and development of Strategic Business Units for all departments.
- Co-Development of tracking system to measure marketing campaigns and advertising.
- Creation and management of affiliate programs for resellers, agents and outside sales.

**VP DIRECTOR OF ONLINE SALES & MARKETING, 1999 – 2001**

WINFIRE – Irvine, California

Created strategic teams and internal business units to innovate, research, build out and execute marketing functions. Established and managed marketing administration group comprised of department managers and team members.

***Selected Contributions:***

- Development and coordination of e-marketing team, media team, affiliate integration team and strategic partner team.
  - Reviewed and evaluated affiliate programs for integration with our customer acquisition system. Setup, managed and maintained program. (CJ)
  - Set up strategic alliances with leading industry partners including HP, Logitech, and others.
  - Developed layout of applications for use with proprietary DSL Web Bar for commercial and advertisement integration.
  - Liaison between marketing efforts and program development.
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**COUNTY IT INTEGRATIONS SPECIALIST, 1997 – 1999**

LOCKHEED MARTIN – Santa Ana, California

Worked within a public company to provide services for the County of Orange CA. Developed Intranets to link all main departments including Sheriff, Health, Waste Management, Board of Supervisors and Community Resources.

***Selected Contributions:***

- Established design and layout of overall site for county of Orange (oc.ca.gov)
- Assisted in the migration of Sheriff and Fast track (toll) systems from MS SQL to Oracle System.
- Created and administered comprehensive intranet training program for all departments in county sectors.
- Co-created Area 51 network to track and report info on hackers.
- Developed Board of Supervisors Meeting on Demand system and Opinion Online Website. Both of these systems are still in use today with small cosmetic changes.

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## EDUCATION, SKILLS & CREDENTIALS

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**Microsoft Professional MCSD ,**  
1997 • New Horizons – Anaheim Ca, USA

**Computer Science & Programming Bachelors Degree,**  
1995 • CLC Institute – Anaheim Ca, USA

### Skills

- 5 years of web analytics, traffic analysis and marketing campaign review utilizing tools including Omniture, HBX, WebTrends, Google Analytics.
- 10 years of ecommerce management, marketing campaign evaluation, media purchase, online sales channels review and directory integration.
- 3 years of Social Media development.
- 9 years managing design, programming and marketing staffs.
- 2 years of large scale blog development, integration, design, content creation, online community management and revenue generation.
- Strong organizational and analytical skills with the ability to quickly diagnose a situation and make a decision.
- Marketing coordination and strategic planning for products and services.
- Direct sales with the ability to train and motivate an online sales force.
- Installation, management and training of Contact Relationship Management (CRM) software such as ACT, Sales Logix, Goldmine and Sugar.
- In depth knowledge of Website software such as DreamWeaver, FrontPage, Joomla, Expressions, etc...
- Strong knowledge of Photoshop, Fireworks and other graphic programs.
- Expert level knowledge of Microsoft Office applications.

### Certificates

- Yahoo Approved Ambassador
- Certified Google Adwords Specialist.
- Google Analytics Authorized Consultant (GAAC)
- Professional Internet Marketer (PIM)

### Memberships, Organizations and Affiliations.

- E-Commerce Network Member
- Inbound Marketers Professionals Member and Contributor
- Those In Media contributor and reviewer
- Yahoo Approved Ambassador

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