

# Steve R. Gibson

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## Online Marketing, Social Media, Ecommerce, and Advertising Director

Affiliate Marketing • Social Media Integration • Strategic Marketing Plans • Media Purchasing  
SEM • SEO • Analytics • Metrics • Market Research • Channel Development  
Web Development • Project Management

### PROFESSIONAL EXPERIENCE

#### **Social Media Manager, Online Marketing • IDriveSafely.com, Carlsbad, CA (2010 to 2011)**

Created social media plan for company with zero online presence, integrating newly-launched website and email newsletters with Facebook, Twitter, YouTube, and other channels. Managed online marketing and social media initiatives involving all departments of company, including \$10K/day AdWords campaign involving marketing and communications teams in USA and India. Established new blog as hub of community and online marketing, analytics, AdWords/pay-per-click (PPC) campaigns, and mobile strategies. Integrated social media into existing products and marketing collateral. Directed content marketing, including production and search engine optimization of original articles.

- Increased email opening rate 166% through better analytics and optimization.
- Grew blog to attract 31,000 page views and 60,000 registered members.
- Increased Facebook Page from zero at launch to 1,600 followers.

#### **Senior Online Marketing Manager • The Upper Deck Company, Carlsbad, CA (2008 to 2010)**

Developed and directed all online marketing strategies for leading trading card and collectibles company. Planned and executed social media strategy to leverage nature of collectibles market and existing communities, adding targeted, highly interactive blogs, forums, and ecommerce sites to rudimentary website and Facebook page. Managed staff of 5 engaged in daily expansion and maintenance of online presence, marketing plans, and revenue goals. Trained personnel in departments throughout the enterprise to support social media, blog maintenance, community development, website production, and online sales.

- **Increased sales 20%** by migrating entire company to ecommerce system with new functionality (wish lists, social media and search engine marketing integration, multiple views of items produced in-house).
- **Increased affiliate membership 300% and affiliate revenue 100%**. Developed multiple social media sites for diverse Upper Deck brands (traditional sports trading cards for NFL, MLB, NBA, NHL licenses and entertainment brands like World of Warcraft). Optimized websites and Facebook pages for widely varied fan communities. Assigned staff to monitor traffic and recruit top performers as affiliates.
- **Structured complex PPC, banner advertising, and SEM campaigns** for products with widely varying price points and ROI. Introduced use of real-time dynamic bidding and strategies based on time-sensitive metrics (popularity, seasonality). Drove sales of new, limited-edition \$5K product through social media campaign.
- **Reduced analytics costs \$75K/year** while improving metrics and reporting by migrating from Omniture to Google Analytics.

#### **Director of Online Marketing • CCS Marketing/Lexington Law Firm, Bountiful, UT (2001 to 2010)**

Developed and managed all online marketing initiatives, including pay per click (PPC), organic SEM and SEO, site design, content development, marketing channels, and online media buys. Established, tracked, and analyzed web traffic, marketing, and advertising metrics, including cost per acquisition (CPA) across all marketing segments. Led complete build-out of online marketing verticals.

Provided leadership and guidance for all marketing associates and vertical business units, ensuring alignment with overall objectives. Designed and developed Strategic Business Units for all departments. Social media coach and consultant for business owners and partners.

- **Credited with online marketing strategy that powered company to \$20M annual revenues.**

- Pioneered highly successful affiliate marketing programs that dominated industry and niche markets.
- Grew monthly revenue 300% by planning and executing online advertising campaign.
- Sharply increased online lead conversion, building to 150 sales/day, by streamlining signup process. Drove hiring of 120 new employees to handle resulting sales volume.
- Built website and social network for entrepreneurs and small business owners as new profit center.

**Director of Marketing • SkyAbove, Temecula, CA (2005 to 2008)**

Developed and implemented social media plans, marketing plans, websites, SEO, and SEM campaigns for 75 companies (including CreditRepair.com, Stan Lee's POW Entertainment, and others shown at [www.SteveRGibson.com](http://www.SteveRGibson.com)). Consulted with clients on needs assessment, market research and analysis, revenue goals, and new online opportunities.

**Director of Online Sales and Marketing • WinFire, Irvine, CA (1999 to 2001)**

Recruited to spearhead innovative marketing. Founded internal business units to research and execute marketing strategies, including online, media, affiliate integration, and strategic partner teams. Established alliances with leading industry partners, including HP and Logitech. Integrated affiliate programs into customer acquisition system.

- Translated between marketing/sales and software development teams, coordinating product features with overall marketing strategy.
- Coordinated expansion of marketing and sales as company grew from 24 to 300 employees.

**IT Integrations Specialist, Orange County • Lockheed Martin, Santa Ana, CA (1997 to 1999)**

Contracted to provide enterprise IT services and support for County of Orange.

- Developed intranets linking all main County departments, including Sheriff, Health, Waste Management, Board of Supervisors, and Community Resources.
- Created and administered comprehensive intranet training program for all County departments.
- Designed system for broadcasting Board of Supervisors meetings online, still used 12+ years later.
- Created site plan, design, and layout for County website ([www.oc.ca.gov](http://www.oc.ca.gov)).
- Assisted with migrating Sheriff and FastTrack toll systems from Microsoft SQL to Oracle.
- Co-created Area 51 network to track and report info on hackers.

## TRAINING AND EDUCATION

**Google AdWords Certified Partner**

**Google Analytics Authorized Consultant (GAAC)**

Advanced qualifications in Search Advertising, Display Advertising, Analytics, and Reporting.

**Professional Internet Marketer (PIM) • Web CEO University**

Best practices for integrated SEM and organic SEO campaigns, including keyword strategies, link building, and conversion rate improvement.

**Yahoo Approved Ambassador**

Sponsored search and content marketing.

**Microsoft Certified Solutions Developer (MCSD) • New Horizons, Anaheim, CA**

Certified in developing leading-edge enterprise solutions.

**Bachelor of Science degree, Computer Science & Programming • CLC Institute, Anaheim, CA**

## ASSOCIATIONS

E-Commerce Network

Inbound Marketing Professionals (contributor and member)

Those In Media (contributor and reviewer)

Temecula Valley People Helping People (board member of service organization)