

Justin Stauffer

Digital Marketing Executive

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Summary Seasoned professional with experience in B2B/B2C digital marketing tactics, user experience design, web strategy, and application development. Customer-oriented, results driven, innovative, entrepreneurial, team-focused, and reliable.

Experience 2012- Present D4 Creative Group Philadelphia, PA

Sr. VP, Interactive Services

- Direct oversight for department staff members - interactive marketers, designers, web and mobile developers, web analysts and strategists
- Led all user experience initiatives; define UX strategy, manage and mentor UX/UI designers to ensure high-quality deliverables. Aided in creation of design patterns, functional specifications, user-flows, taxonomies and prototypes
- Directly responsible for securing new business; developing budgets and proposals for all incoming interactive work as well as fostering strategic client relationships. (Aided in closing over: \$2.1MM in 2014)
- Led agency team in strategic oversight for digital efforts across, web, mobile and online marketing channels
- Led agency efforts in strategy, user experience for a \$5.6B global healthcare information technology company.
- Developed application architecture, oversaw development and implementation for custom software
- Led projects for leading brands including: McKesson, Lincoln Logs, MetroCast Communications, Unilife, The Wharton School of the University of Pennsylvania, Frontier Communications, and Veria Living

2011- 2012 Lorel Marketing Group, LLC King of Prussia, PA

VP, Interactive Services

- Interactive marketing department executive; responsible for managing a \$3.2MM Interactive department
- Direct oversight for (11) department staff members - interactive marketers, designers, web and mobile developers, web analysts and strategists
- Oversee the entire UX process from concept, to prototyping, to execution; responsible for user research/interviews, worked with team of UX/UI designers to develop wireframes and ensure design principles were implemented within site interfaces
- Directly responsible for securing new business in 2011-2012; developing budgets and proposals for all incoming interactive work as well as fostering strategic client relationships
- Led agency team in strategic oversight, eCommerce and interactive marketing efforts for national launch of a product for \$80MM color management and calibration company
- Oversaw all strategy, system architecture, UX and application development of a iPad based sales tool for a \$7.3B diagnostics company
- Developed application architecture, oversaw development and implementation for custom software: content management system, mobile website platform, iPad based sales platform, ecommerce platform, CRM / marketing automation platform and Facebook based sweepstakes platform

- Led projects for leading Retail and Healthcare brands including: Staples, Ritas Italian Ice, Datacolor, Quest Diagnostics, Einstein Health System, Magee Rehabilitation, Journeys, and King of Prussia Mall

2007- 2011

Loirel Marketing Group, LLC

King of Prussia, PA

Interactive Marketing Director

- Develop and launch web strategies through use of web, email, search and social media channels
- Executed Facebook based social media marketing program for \$102MM frozen dessert franchise; campaign resulted in 22% increase of sales during the campaign, 102K Facebook fans, 43K unique email addresses
- Orchestrate and manage long-term PPC, organic search engine marketing (SEM) campaigns and search engine optimization activities
- Manage numerous online advertising programs including email marketing and web-based display ad placements
- Develop tactics for listening and response through social media channels
- Leverage web analytics tools such as Coremetrics and Google Analytics to determine online usage, behavioral patterns and drive strategic initiatives
- Develop interactive marketing plans, IA documentation (prototypes, wireframes, use-case scenarios, functional specification documents, and A/B testing plans) for clients
- Clients included: Magee Rehabilitation, Holy Redeemer Health System, Ohio Health System, Sanofi Aventis, K'nex, Montefiore Medical Center, Staples, Rita's Italian Ice, and King of Prussia Mall

2006-2007

KnowledgeStart, Inc

Audubon, PA

Marketing Director / Brand Manager

- Architected and developed custom eLearning courses utilizing latest in flash-based video and actionscript techniques. Titles include: Diversity and Inclusion, Sexual Harassment Prevention and Understanding Business Ethics
- Implemented and managed custom eLearning programs for a \$42B defense organization
- Translated clients' business needs into actionable marketing goals; solutions provided training to nearly 500,000 individuals in first 8 months of rollout.
- Led creative team in creative, strategic and technical processes
- Developed strategic brand concepts, voice and rationale for all products and solutions
- Promoted courseware using WOM marketing and organic search strategies
- Responsible for hiring, managing and mentoring all creative and technical staff
- Carried out business development initiatives and account management
- Clients include Pfizer Animal Health, Lockheed Martin, and Nestle/Purina

2002-2006

nGravis, LLC

Audubon, PA

Creative Director / Web Marketing Lead

- Co-Founded company to provide custom web-based applications, search engine marketing/strategy, corporate branding and multimedia.
- Architected, and designed a web-based employee appraisal application for a leading health system's 15,000 employees
- Developed multi-channel marketing campaign promoting tourism for leading destinations
- Built applications centered on user-experience. Created use-case scenarios, wireframes and site architectures
- Developed creative strategy to solve marketing and communications challenges.
- Worked closely with creative and technical group to ensure accurate message, on-brand

design and overall usability.

- Responsible for presentation of web strategy and creative concepts to all clients
- Led interactive concept and strategy on pitch efforts
- Recruited and mentored creative talent
- Clients included: Atlantic City Convention and Visitors Authority, Pfizer, Jefferson Health System, Bon Secours Hospital, Bear Creek Mountain Resort, Christian Science Monitor

2001-2002

Rhoads Creative, Inc.

Exton, PA

Art Director

- Worked directly with Sr. Creative Director to develop custom web applications, corporate branding solutions, and collateral.
- Created user interfaces, wireframes and web compositions according to creative briefs
- Provided quality assurance of all creative deliverables
- Clients included: Motorola, Nintendo, EB Games, J.C Ehrlich, and Pitney Bowes

2000-2001

Wingspan Technology, Inc

Blue Bell, PA

Sr. Web Designer

- Contributed to client project design and development efforts
- Developed web portal interfaces for enterprise web applications
- Created user interfaces, wireframes and web compositions according to functional and creative specification documents
- Clients included: PriceWaterhouseCoopers, Johnson & Johnson, Solucient, Lexis Nexis

Languages HTML 5, CSS 2/3, XML, PHP, ASP, JavaScript/jQuery

Software Adobe Creative Suite (Photoshop, Illustrator, Flash, Premiere, AfterEffects), UX tools (Axure, Balsamiq, Omnigaffle), Microsoft Office (Visio, Word, Excel, Powerpoint), CRM (Salesforce and Sugar), Marketing Automation tools, Web Analytics (Google Analytics, and Omniture), Email Marketing tools (Exact Target, Mailchimp, and Bronto), Google Adwords, Git and SVN (Subversion)

Education Tyler School of Art

Elkins Park, PA

- B.F.A., Graphic Design
- cum laude
- Rome Italy Study Abroad Program

Portfolio <http://www.justinstauffer.com>

Social Media Profiles <http://www.linkedin.com/in/justinstauffer>
<http://www.twitter.com/jstauff>

References Available upon request