

STEVE FLEMING

Collaborative Marketing, Operations & Project Management Professional



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MARKETING EXPERTISE

- Marketing Automation
- Data Analysis | Interpretation
- Cloud Computing | SaaS
- Content Creation | Delivery
- Copywriting | Proofreading
- Process Enhancement | Documentation
- Training Design | Delivery
- Client Acquisition | Engagement
- Forecasting | Budget Planning
- Event Marketing | ROI Tracking

TECHNOLOGY EXPERTISE

- Salesforce.com
- Dashboard Creation | Maintenance
- Adobe Creative Cloud
- Eloqua | Marketo
- Microsoft Office | SharePoint
- JavaScript | C+ | .NET | HTML | CSS

ADDITIONAL STRENGTHS

- Large Business, SMB, SLED, Partner, Consumer Segment Knowledge
- Agency | Vendor Management
- Team Management Experience
- Retail | Real Estate Expertise
- Fully COVID-19 Vaccinated

EDUCATION

MIT xPro

Full Stack Web Development (*Current*)

The Software Guild

.NET | C# Developer Training

University of St. Thomas

Certified Professional Project Manager

West Virginia University

Business Administration

PROFILE

A marketing leader with experience in technology, analytics, sales strategy, and operations. Driven to design smart marketing programs, supported by creative tactics and measurable results. Flexible and principled with a never-quit approach, leading to successful business and customer outcomes. Seeking an opportunity at a diverse, energetic organization, where I can have a positive impact on those around me.

CAREER

T-Mobile *Dealer Support / Outreach Manager* 2018-2020

- Partnered with sales teams and dealers to define B2C strategy, set goals, and execute traffic-generating tactics at 120 regional locations.
- Core team member responsible for developing a marketing email program for over 10,000 retail locations nationally.
- Contributed to an increase in revenue of 7% in regional same-store locations with revenues over \$40 million.
- End-to-end management of 100+ events using OOH, radio, print, digital, social media, and direct-mail marketing tactics.

Cray *Field Marketing Manager / Americas & APAC* 2017-2018

- Designed content to create an efficient lead journey and measurable KPI tracking for AI, machine learning, and supercomputing prospects.
- Collaborated to create email automation and event programs, producing over \$20 million in new qualified revenue growth.
- Researched to cleanse and expand targeted lead lists, developing prospect personas targeting decision-makers and influencers.
- Managed event calendar of webinars, live seminars, trade shows, and other activities to build brand awareness and generate leads.

CenturyLink *Field Marketing Manager* 2015-2017

- Created SMB programs contributing to a 4% increase in revenue and a 17% boost in retention, from an initial revenue of \$7M, in one year.
- Analyzed *SFDC* and *Marketo* data to uncover sales trends, resulting in a 14% increase of quota attaining sales team members.

Integra *Solutions Marketing Manager* 2013-2015

- Launched SMB *Eloqua* email campaigns creating \$3.6 million in annualized new and retention revenue within 12 months of launch.
- Led marketing automation tactics, doubling strategic product sales from 6% to 15% on new multi-year client contracts.

CenturyLink *Field / Partner Marketing Manager* 2001-2012

- Developed programs to assist sales in closing *Fortune 1000* and SLED opportunities, resulting in seven consecutive years of sales growth.
- Engaged decision-makers with extensive events program to foster long-lasting relationships with large business and government clients.
- Created retention campaign, which reduced churn 22%, from 72% to 94%, retaining over 2,000 customers.