

Stephen Bowie

Startup Institute (Nov-Dec '13)

Selected to attend a **career accelerator** focused on equipping participants with the skills necessary to **succeed in entrepreneurial organizations**. Concentrated on the use of **data analysis to optimize marketing solutions**.

Experience

Learn to Live

Director of Member Outreach Feb - Nov 2013

- Developed **reporting metrics** on member progress for **entire company portfolio of members**, leading to targeted messaging and increased participation
- Used mass emailing techniques to contact **300+ prospective and current members each week** to increase adoption rate and user engagement
- Responded to **all customer questions, issues, and complaints** and followed up to ensure success
- **Added 120+ new members** during program's free trial period through the use of flyers, online forum participation, and online advertising

Deloitte Consulting

Human Capital Consultant Jul 2009 - Dec 2012

- Performed **analytics** of hiring, attrition, and retirement to **project future workforce needs** in critical areas
- Planned and wrote broad range of **communication materials** to educate affected employees on technology projects
- Excelled **working cross-functionally** and in collaboration with client counterparts
- **Promoted** for my ability to consistently deliver value both as a member of a team and as an individual contributor

Contact

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Projects

- Social media campaign to drive holiday orders for Scafuri Bakery
- Pricing model and positioning for new Big Marker product
- Developed and rapidly scaled a Facebook page for a custom audience

Skills

- Social Media Ads
- HTML/CSS
- Google Analytics
- Organic/Paid Search
- Email Marketing
- MS Excel & Office

Education

Graduated from **University of Michigan** in 2009, receiving a Bachelor of Arts degree in Organizational Studies and Economics with a 3.7 GPA.