

Steven Arnold

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HIGHLIGHTS OF QUALIFICATIONS

- Accomplished senior manager focused on delivering results
- Extensive experience in all aspects of international product marketing and sales
- Skilled Sales and Account Manager, prioritizing client service
- Proficient at assimilating new products and devising successful business strategies for increased revenue

EMPLOYMENT EXPERIENCE

2009– Present External Marketing Executive at multiple Start-Ups on long/short term projects. Focused on both start-ups and enterprises looking to introduce or re-brand a product, solution, or company.

Activities include:

- ✓ Understand the market(s) they wish to enter
- ✓ Work with PPC agencies and led Strategic PPC campaign implementation and optimizations for clients
- ✓ Develop Strategic Business and Marketing plans including budget
- ✓ Understand, identify, and define company's or products unique differentiation (USPs)
- ✓ Manage the development of powerful and effective content
- ✓ Help identify and recruit Strategic Partners
- ✓ Focus on Account Based Marketing (ABM) to targeted clients and increase user acquisition.
- ✓ Identify and articulate unique value proposition and key messages.
- ✓ Define and implement a Go To Market strategy focused on growth and user acquisition.
- ✓ Effectively utilize wide range of marketing channels including paid media, email and database marketing, content marketing, SEO, partnerships, events, webinars etc.
- ✓ Define and direct implementation of sales strategy

Projects include:

- Led Strategic PPC activities for Multiple Companies
- Account Based Marketing for a SaaS Mobile Security company – created acquisition programs to **identify, target, establish relationships, qualify and pass on high-level leads to sales team.**
- Patent monetization company – Led Marketing, Lead Gen, Biz Dev, Sales and Management Support. ***Established partnerships worldwide with Tech Transfer companies and IP attorneys.***
- Real Estate Investment company – Led Marketing efforts and managed Sales Team. ***Led to a 25% sales growth year over year. Consistently sold out all available Inventory faster than planned.***
- B2C construction supply company - Defined, implemented and managed Tele Sales. ***Implemented sales process designed to create more efficient Tel Sales.***
- Software Company – define and implement programs designed to achieve lead generation targets, utilizing both traditional and innovative channels. ***Achieved a 30+% response rate to innovative campaign.***
- Internet advertising start-up - implemented a web marketing plan including: adwords, analytics, ad networks, linked in and other creative methods of attracting targeted leads. ***Delivered targeted qualified leads within defined budgets.***

2012- 2015 Founder / VP Marketing iRideShare Ltd.

- Define and implement strategic plan for Start-up.

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- Identified and managed strategic relationships.
- Create and manage implementation of innovative Lead Generation campaigns.
- Involved in all activities to launch a start-up, including: product development, fundraising, marketing, business development and strategy.

2010 -2012 V.P. Marketing *Green Smoke* – Marketing Company for e-commerce website

- Successfully **increased online sales >30% annually.**
- Implemented promotional campaigns: including NASCAR, celebrity endorsements, TV etc.
- Identified, recruited and managed strategic partnerships.
- Responsible for all strategic and tactical marketing activities to provide international marketing and logistical support services for a Consumer Electronic e-Commerce site.
- Led team of professional marketers and salesmen responsible for online and off-line Promotions, Affiliate Marketing, Lead Generation, PR, Graphics, Product Marketing, Marketing Communications and eCommerce activities - designed to increase sales.
- Member of Senior Management Team - responsible for creating and defining company targets, priorities and policies.

2006-2009 Director of Marketing and Sales *Dassault Systemes Israel* – PLM Software Developer

- Consistently achieved global lead targets by developing innovative campaigns and promotions.
- Developed and implemented Dassault's **most successful campaign** for two years in a row.
- Managed corporate marketing team, responsible for all international marketing activities including: Campaigns, Web 2.0, Marcom, Product Marketing, Business Intelligence, Messaging, PR, Sales Support, Events, Partnerships etc.
- Developed and Managed Strategic and Tactical marketing plans and budget.
- Interacted and aligned plans with other Brand, Geography and Corporate marketing teams within Parent company.

2002 –2006 Director of Marketing *Magic Software Enterprises* – Global Software Company

- Nurtured customer, distributor, partner, and branch relationships
- Created and executed marketing strategy, including PR, IR, and product research
- Managed creation of marketing collateral, from brochures to corporate magazines

2001 – 2002 International Marketing & Sales Manager *Power Paper Ltd., Israel*

- Directed marketing and sales for Consumer Product Division, forging partnerships with Fortune 500 companies.
- Led all marketing collateral creation and dissemination, including website development and trade show materials.

1998 – 2000 Sales and Marketing Manager *2 AM Inc., Israel* - Internet Tech Company

- Established revenue sources with average monthly revenue of \$150K
- Initiated ad sales and promotional opportunities.
- Pioneered incentive programs and new channels to attract users

EDUCATION

- **MBA, Entrepreneurship and Innovation, Swinburne University of Technology**
- **B.A., Yeshiva University**

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