



Steven J. Paul

Economic Development | Marketing | Strategic Leadership | 856-776-8551

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PROFESSIONAL PROFILE

Economic development executive with expertise in marketing, strategic planning, team leadership, and community relations. Exceptional track record attracting, retaining, and expanding investment in urban and rural settings. Proven ability to drive growth through fundraising, grantsmanship, sponsorships, and other public-private collaborations. Excels in positions that require advanced problem solving, communications, and analytical skills.

WORK HISTORY

Cumberland County Improvement Authority

2018 – 2020

Associate Director, Economic Development and Marketing – Advanced the county's economic development goals through targeted, persuasive marketing campaigns.

- Designed strategic plans that enhanced Cumberland County's reputation as a sustainable, business-friendly community.
- Developed frameworks to attract new businesses, expand existing investments, and cultivate impactful public-private partnerships.
- Created digital, print, and live experiences that conveyed meaningful value propositions to investors, developers, and industry leaders.
 - Built a robust professional network at trade shows and industry events.
 - Engaged with target demographics through holistic social media marketing.
 - Leveraged SEO / SEM techniques to improve online visibility.
 - Produced high quality marketing collateral for county programs and initiatives.
- Established standards to maintain clear, consistent, and compelling messaging across all communication channels.
- Strengthened program performance by incorporating insights from economic analysis and market research.
- Maximized the return on marketing spend through judicious resource allocation and sound fiscal governance.

Cumberland Development Corporation

2017 – 2018

Marketing Director – Developed holistic marketing strategies to attract and retain investment in Cumberland County.

- Expanded organizational scope, reach, and influence by creating high-impact, integrated communication plans.
- Generated and nurtured leads to curate a robust pipeline of economic development opportunities.
- Briefed senior officials on challenges, opportunities, and trends impacting progress towards the county's growth goals.
- Produced detailed reports that allowed incoming businesses to choose the ideal locations for their budgets, requirements, and objectives.
- Capitalized on local, state, and federal incentives to maximize value and multiply community impact.
- Designed social media experiences that contained clear calls to action for developers, investors, business owners, and industry leaders.
- Managed consultant relationships to ensure the quality and brand consistency of SEO execution.



Bridgeton Area Chamber of Commerce

2017 – 2018

Operations Specialist – Directed operational and administrative functions to ensure seamless execution.

- Prioritized workflows, allocated resources, and improved processes for maximum efficiency.
- Led or supported activities to raise funds, diversify the donor base, and strengthen key relationships.
- Facilitated positive cash flows by implementing best practices in A/P, A/R, and other financial functions.
- Managed databases to protect the quality, integrity, and usability of membership information, fundraising records, and other informational assets.

Bridgeton Main Street Association

2015 – 2018

Executive Director – Led strategy, operations, and personnel to build a vibrant and diverse downtown district, while preserving the area's historical heritage.

- Implemented the organization's master plan in compliance with established bylaws and Board priorities.
- Strengthened community positioning through targeted networking, relationship building, and advocacy.
- Managed employees and volunteers to advance the association's short- and long-term development goals.
- Briefed legislators and community stakeholders on organizational performance, including recommendations for attracting businesses, encouraging investment, and creating new economic opportunities.
- Produced reports that provided actionable insight into the organization's financial health.
- Provided consulting expertise in all matters pertaining to downtown revitalization and historic redevelopment.
- Coordinated grantsmanship activities to maintain solvency, build capability, improve infrastructure, and promote cultural events.

EDUCATION

Bachelor of Arts in Political Science; Elizabethtown College

- Concentration in Legislation and Economic Development
- Minor in Business Administration
- Global Studies in Economics and Social Science at Dublin University

PROFESSIONAL DEVELOPMENT

The Wharton School of Executive Education: *Business Analytics: From Data to Insights*

University of Rutgers Coding Bootcamp: Full Stack Web Development (Currently Enrolled)

Rowan College of South Jersey: *Intermediate SQL*

International Economic Development Council (IEDC): *Introduction to Economic Development; Business Retention and Expansion; Real Estate Development and Reuse; Economic Development Marketing and Attraction; Managing Economic Development Organizations*

American Planning Association (APA): *Store Design and Placemaking; Tactics and Strategies to Make Your District Extraordinary; Creating, Branding, and Promoting Local and Regional Destinations*

COMMUNITY ENGAGEMENT

Member, Board of Directors; Rotary International (current)

Head Coach, Cumberland Regional High School Wrestling (past)

Proficient in HTML, CSS, JavaScript, Node.js, Adobe Creative Suite, Microsoft Office (with advanced Excel), Gazelle AI, HubSpot, QuickBooks, G-suite, and all major social media platforms.