

STEVE CALLA

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VP, PRICING & GROWTH MARKETING

Transformational marketing professional with a proven record of delivering measurable results focusing on top-line revenue growth. Consistently drives innovative marketing strategies/campaigns based on an initiative-taking marketing playbook while leveraging an analytical, solutions-based approach. Demonstrated ability and commitment to lead and develop high-potential talent by fostering an execution-oriented, metric-driven environment.

WEB DEVELOPMENT CERTIFICATE, University of Denver

June 2022 – December 2022

A 24-week intensive full stack bootcamp focused on gaining technical programming skills in HTML, CSS, Javascript, ReactJS, JQuery, Bootstrap, Node.js, MySQL, MongoDB, Express, Handelbars.js and more.

APPLICATIONS | SOFTWARE

Vanilla JS, React, HTML, CSS, MERN, GraphQL, Mongo, SQL, Python, Quatrics, Looker, Tableau, Forecast Pro

PROFESSIONAL EXPERIENCE

Direct Advantage Partners, Remotely in Boulder, CO

July 2021 – present

Marketing Consultant – Head of Marketing

- **Client #1 - United Dwelling:** Modeled 2022 budget scenarios selecting the lowest CAC, highest conversion strategy (pausing D2C homeowner segment); Renegotiated SEM/SEO reducing expenses by up to 30%; Built 2nd generation penetration model to target higher conversion customer segments; Initiated customer data append to identify conversion drivers by customer segment; Trained VP Sales to use Looker to understand and analyze customer segments.
- **Client #2 - Riders Share:** Launched new marketing channels for 2-sided sharing marketplace including Amazon DSP, Sirius/Pandora, display (Outbrain & Priceline) and Bing SEM resulting in impressions +47%, CPM -38%, CPC -7%, CAC -4% month-over-month; Executed website hero tagline test in Google Optimize proving need to change tagline; Hired new paid media agency; Developed and executed new CRM campaign in Klaviyo resulting in email tracking and 100% revenue improvement; Established menu of new marketing opportunities with AMA, Journera, category magazines/influencers, and NextDoor/Quora; Increased Facebook store inventory to all 3,000 motorcycles improving store revenue by 200%.

Silvercar By Audi, Austin, TX (remotely in Boulder, CO)

January 2015 – November 2020

Vice President, Growth Marketing - Car Rental, February 2017 – November 2020

Oversaw the revenue growth across entire marketing spectrum including awareness, communication, acquisition, retention, ecommerce, revenue management and sales.

- Developed and executed marketing strategy that grew revenue from \$5M to \$36M by year-end 2019.
- Consistently achieved best in class and category NPS greater than 80.
- 2018 Awards: North American Excellence Award for Customer Journey, Global Hospitality Awards Best Car Rental Company, and ASTA Car Rental Company of the Year finalist.
- Exceeded revenue targets in 2018 and 2019, (b) increased web sessions from 2.1M to 6.5M+, (c) new and repeat customer transaction growth of 42% and 60%, respectively and (d) always under marketing budget.
- 2019 and 2020: Interim responsibilities for various operational areas including fleet management.
- Member of the senior team that launched two new business units - Audi Select subscription service and Dealerware B2B SaaS product.
- Built the marketing staff from 2 to 10+ employees covering awareness, communications, paid media, eCommerce, and CRM.
- Developed and implemented the marketing strategy to launch new car rental products including 8+ new locations, Audi Q5, Audi A5 Cabriolet, Audi Q7, and a loyalty program (in 2018/2019).
- Implemented a lower-funnel strategy that reduced marketing spend by 33% while growing new customers by 26%, increasing utilization by three percentage points (to 76%) and improving conversion to 6.6%.
- Re-engaged with media agency to reduce retainer, increase credit line and re-orient spend in targeted channels; 2018: Signed new media agency resulting in significant digital and social web session gains.
- Re-vamped CRM strategy resulting in increased email click-through rate by 2x plus by focusing on four

specific customer segments – (a) welcome, (b) VIP, (c) re-engagement and (d) promotional.

- Developed, negotiated, and executed online distribution (i.e., Expedia et al) strategy resulting in 30,000 bookings from October 2016 – December 2019. Executed travel agent marketing program.

Vice President, Revenue Management, BI and Distribution, January 2015 – January 2017

Built revenue management and marketing effectiveness functions to drive revenue and customer satisfaction.

- Partnered with marketing to drive 2015 calendar year results including +191% revenue growth, +199% new customer growth and +191% web session growth (from 587K to 1.7M).
- Executed strategic and tactical revenue management process resulting in achieving price per day goal and exceeding efficiency measure (utilization of cars vs. demand) goal by 7.9 percentage points.
- Led all business intelligence efforts supporting operations, finance, marketing, and revenue management.
- Negotiated and executed OTA relationships generating 4,000 incremental bookings from 10/2016 to 4/2017.
- Partnered with marketing to build a “fail fast/test and learn” marketing playbook to develop and execute an effective and efficient marketing funnel.
- Developed daily KPI snapshot to support daily and weekly strategic and tactical recommendations.
- Drove revenue generation of \$16M by creating a model linking marketing spend with revenue results.

Vail Resorts Mgmt. Company, Broomfield, CO

February 2009 – December 2014

Director, Customer Insight and Pricing

Developed and executed pricing and growth strategy for \$400M season pass and lift ticket segment. Led research function to ground business strategies in forward looking consumer insights. Directed product management and implementation function.

- Key member of the Epic Pass team (a subscription ski product) that changed the way customers purchased and the industry sold mountain access starting in 2009. Evolved pass product every year to increase membership into the 500K+ pass holder range.
- Led lift ticket advance purchase campaign at Canyons, Keystone, and Kirkwood generating revenue increase of \$3.9M from \$7M to \$10.9M or +55% vs prior-year and exceeding expectations.
- Created innovative lift ticket customer preferred program focused on repeat visitation at newly acquired ski resorts in Minnesota and Michigan resulting in a 93% adoption rate.
- Successfully pitched hypothesis-driven organizational approach to drive lift ticket revenue growth at Vail, Beaver Creek and Breckenridge resulting in initial full-season pilot.
- Secured approval to increase headcount in research, pricing and product management and restructure market research team to deliver customer insight, establish dynamic pricing and support product innovation.
- Employee engagement survey – exceeded company overall average in 11 of 12 categories with engagement, development, empowerment, leadership, retention at least five points better; exceeded prior year results in all categories; exceeded Towers Watson High Performing Companies Norm in all categories.

Hertz Corporation, Park Ridge, NJ

September 1997 – January 2009

Senior Director, Pricing Strategy, The Americas & Pacific

Provided strategic council to the Senior Management Team on all matters related to pricing, yield, revenue growth, and fleet. Managed and executed the pricing strategy for \$5B Americas and Pacific business unit.

- Achieved and exceeded 2007 revenue, ROTC and pretax goals for The Americas and Pacific rent-a-car unit.
- Only Senior Director company-wide to be a member of Hertz Senior Management Team.
- Crafted and executed pricing strategy for a newly launched leisure brand called SimplyWheelz.
- Restructured U.S. pricing department and integrated Canadian pricing unit reducing 2008 budget by 20%.
- Selected as leader of '08 fleet management reengineering effort, which produced \$30M savings in '08/'09.

EDUCATION

Master of Science in Management Economics, London School of Economics, London, UK

Bachelor of Arts, Major: Political Science, Syracuse University, Syracuse, NY

CERTIFICATIONS

Full-Stack Web Development Bootcamp, University of Denver, Denver, CO (December 2022)

Market Research Certification: University of Georgia (October 2011)

Management Training: Sales and Operations Planning (S&OP); Hoshin Goal Management Techniques; Introduction to Lean Principles; Performance Management and Employee Development.