

Summary

Over ten years professional experience in interactive marketing, web strategy, web design and development. Best-Practices usage of social media marketing, search engine optimization and marketing, email marketing and web analytics. Eight years experience in managing a team environment. Customer focused, meticulous, innovative, team-focused, and reliable.

Experience

2011- Present Lorel Marketing Group, LLC King of Prussia, PA
VP, Interactive Services

- Interactive marketing department executive; responsible for direct oversight of interactive marketers, designers, developers and strategists
- Responsible for operations, new business development and fostering strategic client relationships.
- Lead architecture, development and integration of web-based products: content management system, mobile website platform, ecommerce platform, and social media email acquisition tools
- Responsible for developing budgets and proposals for incoming interactive work
- Final technical signoff for quality assurance on all client related interactive work
- Led projects for leading Healthcare and Retail brands including: Staples, Ritas Italian Ice, Swiss Farms, Magee Rehabilitation, Broder Brothers, and King of Prussia Mall

2007- 2011 Lorel Marketing Group, LLC King of Prussia, PA
Director, Interactive Services
Interactive Marketing Director

- Develop and launch web strategies through use of web, email, search and social media channels
- Develop tactics for listening and response through social media channels.
- Orchestrate and manage long-term PPC and organic search engine marketing campaigns
- Supervise and/or implement all search engine optimization activities
- Manage numerous online advertising programs including email marketing and web-based display ad placements
- Leverage web analytics tools such as Coremetrics and Google Analytics to determine online usage, behavioral patterns and drive strategic initiatives
- Develop Functional Specification, and A/B Testing plans for clients
- Clients included: Magee Rehabilitation, Holy Redeemer Health System, Ohio Health System, Montefiore Medical Center, Staples, Rita's Italian Ice, King of Prussia Mall

2006-2007 KnowledgeStart, Inc Audubon, PA

Marketing Director / Brand Manager

- Led creative team in creative, strategic and technical processes
- Developed “Best Practices” strategies for increasing sales of product lines
- Translated clients’ business needs into actionable marketing goals
- Developed strategic brand concepts, voice and rationale for all KnowledgeStart products and solutions
- Promoted courseware using WOM marketing and organic search strategies
- Responsible for hiring, managing and mentoring all creative and technical staff
- Created custom elearning courses utilizing latest in flash-based video and actionscript techniques. Titles include: Diversity and Inclusion, Sexual Harassment Prevention and Understanding Business Ethics
- Carried out business development initiatives and account management
- Provided training to nearly 500,000 individuals in first 8 months of rollout. Clients include Pfizer Animal Health, Lockheed Martin, and Nestle/Purina

2002-2006 nGravis, LLC Audubon, PA

Creative Director / Web Marketing Lead

- Founded company to provide custom web-based applications, search engine marketing/strategy, corporate branding and multimedia.
- Built applications centered around the user-experience. Created use-case scenarios, wireframes and site architectures
- Developed creative strategy to solve marketing and communications challenges.
- Worked closely with creative and technical group to ensure accurate message, on-brand design and overall usability.
- Responsible for presentation of web strategy and creative concepts to all clients
- Led interactive concept and strategy on pitch efforts
- Recruited and mentored creative talent
- Clients included: Pfizer, Jefferson Health System, Bon Secours Hospital, Christ Hospital, Christian Science Monitor

2001-2002 Rhoads Creative, Inc. Exton, PA

Jr. Art Director

- Worked directly with Sr. Creative Director to develop custom web applications, corporate branding solutions, and collateral.
- Created user interfaces, wireframes and web compositions according to creative briefs
- Provided quality assurance of all creative deliverables
- Clients included: Motorola, Nintendo, EB Games, and Pitney Bowes

2000-2001 Wingspan Technology, Inc Blue Bell, PA

Sr. Web Designer

- Contributed to client project design and development
- Developed web portal interfaces for enterprise web applications
- Created user interfaces, wireframes and web compositions according to functional and creative specification documents
- Clients included: Solucient, PriceWaterhouseCoopers, Johnson & Johnson, Lexis Nexis

Languages

HTML, XML, CSS, PHP, ASP, JavaScript

Software

Adobe Flash (AS 2.0/3.0), Adobe Photoshop, Adobe Illustrator, Adobe Premiere Pro, Adobe AfterEffects, Coremetrics, Google Analytics, Subversion, Google Adwords

Education

Tyler School of Art

Elkins Park, PA

- B.F.A., Graphic Design
- cum laude
- Rome Italy Study Abroad Program

Portfolio

<http://www.justinstauffer.com> (personal portfolio)

<http://www.justinstauffer.com/presentation/agencywork> (agency work)

Social Media Profiles

<http://www.linkedin.com/in/justinstauffer>

<http://www.twitter.com/jstauff>

<http://www.facebook.com/justin.stauffer>

References

Available Upon Request