

BLAKE STECK

SENIOR DIGITAL MARKETING & BUSINESS INTELLIGENCE EXECUTIVE

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A Google Partner, digital strategist, business intelligence specialist and full-stack developer with almost 20 years of media experience, recognized for cultivating winning digital and multi-screen strategies centered around local and national brands.

SPECIALIZATIONS

Multi-Screen Marketing

Macro & Micro Organic
Campaigns

UX Optimization

Paid Media Campaigns

Building Complex & Dynamic
Analytics Integrations

Original Content Development

PROFESSIONAL EXPERIENCE

FLORIDA HOME FUNDING, Orlando, FL
Director of Marketing

2017 - Present

Responsible for oversight of all marketing channels and digital development initiatives for Florida's top-rated mortgage brokerage and its subsidiary realty companies.

Responsibilities

- Responsible for design and development of new web properties and landing pages.
- Developing cross-promoting opportunities and specialty marketing campaigns.
- Responsible for developing and maintaining relationships with all vendors and outside advertising representatives.

Key Contributions

- Increased reputation to five stars across all major review platforms.
- Developed and integrated real-time mortgage rate updates across all digital properties and advertising.
- Developed highly-targeted, demographic-based dynamic advertising and remarketing channels.

ROAR! INTERNET MARKETING, Altamonte Springs, FL
Internet Marketing Manager

2015 - 2017

A full-service marketing and web development agency specializing in pay-per-click and websites developed around conversion optimizations for companies of all sizes

Responsibilities

- Responsible for development of all client and internal marketing strategies, conversion optimization direction and oversight of all marketing staff.
- Managed PPC budget exceeding \$3.2MM and all reporting efforts.
- Responsible for client interfacing and holistic strategy for all clients (approx. 65 accounts).

Key Contributions

- Increased new-client AdWords conversion rates on average by 146.7%.
- Increased client renewal rate from a quarterly average of 63% to 91%.
- Developed fully-automated AdWords monitoring system to check for and report anomalies and fatal errors across entire AdWords MCC.

BRIGHTBULB MEDIA PARTNERS, LLC., Orlando, FL
Managing Partner & Chief Strategist

2012 - 2015

A full-service agency dedicated to providing complex Analytics solutions and business intelligence reporting centered around iterative multi-variate testing.

Responsibilities

- Developed, launched and monetized offline conversion tracking integration for Google Analytics.
- Oversaw product development and execution across all platforms, including, but not limited to PPC, email, paid social and organic.
- Responsible for the onboarding of new clients and expansion into microsite, content verticals and iterative testing of major e-commerce platforms.

Key Contributions

- Grew annual revenue 131% in 18 months.
- Developed and shaped all client reporting efforts.

DOUBLE DARE STUDIOS, LLC., Toronto, Ontario
Vice President, Marketing

2010 - 2012

App developer focused on providing freemium-model recurring revenue streams to support the online dating ecosystem.

Responsibilities

- Managed annual marketing spend of approx. \$6.4MM.
- Responsible for branding, product roadmaps, go-to-market strategies, vendor selection and investor relations.
- Oversight and strategy development for all venture capital raising.

Key Contributions

- Won SXSW's (South-by-Southwest) "Best Canadian Start-Up."
- Developed freemium pricing strategy and accompanying revenue projections.
- Successfully led venture capital raising efforts, ultimately raising in excess of \$8MM to fund a Series A investment round.

HEARST TELEVISION, Orlando, FL
Managing Editor, Digital

2005 - 2010

Recruited by Hearst Television SVP Terry Mackin to shape digital entertainment strategies for digital platforms for all local Hearst-owned television affiliates.

Responsibilities

- Developed robust content repurposing strategy focused on sharing content across national news sites without incurring SEO penalties.
- Incorporating high-definition livestream broadcast elements into digital experiences.
- Development of special projects elements for one-time or cyclical news events and special advertising verticals.

Key Contributions

- Winner of CW Network's 2010 Model Affiliate Award for branding and execution.
- Oversaw the integration of three acquired television stations in three different markets into the Hearst system.

- Navigated and successfully migrated all sites within my area of responsibility to comply with the congressional HDTV transition deadlines and mandates.

GAMEBATTLES.COM / MAJOR LEAGUE GAMING, New York, NY 2003 - 2005
 Director Of Content

Now a subsidiary of Activision, Major League Gaming is the premier sanctioned video game league, hosting events across North America for prizes in excess of \$1MM, which was chronicled in a weekly reality show which aired on the USA Network.

Responsibilities

- Developed brand strategy, content verticals, microsites and further promote broadcast elements across all digital platforms.
- Lead design, implementation and marketing of the “MyGB” social network infrastructure.

Key Contributions

- Grew property from 1-million annual page views to 1.2-billion in fourteen months time.
- Declared by Hitwise the “World’s Largest Gaming Site” in August of 2008.

TECHNICAL PROFICIENCIES

Business Intelligence & Optimization

Google Analytics 360, Advanced Google Tag Manager, Google Data Studio, Advanced Google Optimize (multi-variate, multi-KPI), Hotjar, Adobe Dynamic Tag Management, Adobe Marketing Cloud (incl. Site Catalyst and Test & Target), Twitter Analytics, Moz, Moz Local, Bright Local, Salesforce, SAP, HubSpot CRM, Microsoft CRM, CrazyEgg

Ad Networks & Reporting

Google AdWords (w/ advanced remarketing and complex dynamic audience building), Bing Ads, LinkedIn, Instagram, Twitter, Optmyzr, RavenTools, SEMrush, SpyFu, Google DoubleClick for Publishers & Floodlight, Google AdSense, RocketFuel

Development

PHP, JavaScript, Node.js, HTML5, CSS3, jQuery, Twitter Bootstrap, Python, Linux, Apache, Nginx, MySQL, WordPress, Drupal, ASP.NET

E-Commerce

Magento, Lemonade Stand, WooCommerce, BigCommerce, Shopify

Creative & Project Management

Adobe Photoshop, Adobe Illustrator, Basecamp, Teamwork Projects, Zoho Projects

CERTIFICATIONS

Google Analytics, Google AdWords (Search, Display, Mobile, Video), CardinalPath Google Analytics 301, CardinalPath Google AdWords 201, HubSpot Inbound & Developer