

Steve Connor

work

Interactive Product Manager • nFusion Group, LLC • Austin TX • 2005 November–present

- lead digital marketing strategy, roadmap, budget, and client relationship for multiple accounts
- orchestrate digital marketing projects collaboratively among creative, media, development, search, and analytics teams
- developed B2B web experiences for Administaff, Avaya, Dresser, Nortel and Qwest
- manage the junior interactive team responsible for supporting all digital client initiatives
- progressed through three successive roles in the interactive team to a leadership position

major accounts

Comerica Bank > grew account from campaign-specific web projects to a long-term relationship involving over twenty initiatives including social marketing, mobile, SEO, on-site optimization, content strategy and consolidated site functionality

Dresser, Inc. > defined and managed implementation of a global web platform for several lines of business to support branding, marketing and technology objectives

Anheuser-Busch InBev > oversaw integrated online marketing campaigns for the Bacardi Silver and Michelob ULTRA brands including web sites, Evite sponsorships, social network integrations and mobile-optimized site experience

Administaff > led strategic vision of Administaff's small business resource site, BizTools.com, from audience identification and business modeling through information architecture, site requirements and multi-release web development

Toshiba America Information Systems > coordinated transition from a product-oriented e-commerce site to a consideration site centered on customer interests while supporting multiple promotional and branding campaigns

skills developed > digital marketing • product management • strategic planning • leadership

Product Lead • DataViz, Inc. • Milford CT • 2004 June–2005 November

- managed full product lifecycle of RoadSync, a multi-platform Microsoft Exchange client for mobile devices
- designed and wrote product support documentation for in-application and online publication
- provided e-mail, internet, and phone technical support for 12 products across eight OS platforms while serving as a technical lead for enterprise accounts

skills developed > product management • project management • customer support

education

B.S. Business Administration • Bucknell University • Lewisburg PA • 2004 May
minor > Computer Science
gpa > 3.6

skills

content management systems, web analytics platforms, SEM/SEO tactics, social media tools, HTML/CSS, MS Office (including Access, Visio, Project), Adobe Photoshop and Illustrator

contact

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