

Steve Connor

work

Digital strategy consultant, 2015–present

- guide marketing leadership on technology strategy and roadmap
- coordinate efforts between marketing and IT teams
- define demand generation blueprints for clients
- bring marketing technologies from idea to market
- translate business goals into digital customer experiences

Director, digital products > Integrous Marketing, Austin, TX, 2011–2015

- secured, grew, and managed 60% of agency revenue
- defined and managed operations, process, and client strategy for organization
- led user experience, web strategy, technology, and project management disciplines
- defined requirements and roadmap for digital marketing attribution tracking system
- guided and launched link attribution management tool

skills developed > leadership, strategic planning, client management, data-driven marketing

Interactive product manager > nFusion Group, LLC, Austin TX, 2005–2011

- led web strategy, roadmap, user experience, budget, and client relationships for multiple accounts including Administaff, Anheuser-Busch InBev, Comerica Bank, Dresser, Nokia, Nortel, Qwest, and Toshiba
- orchestrated digital projects collaboratively among creative, media, development, search, and analytics teams
- supervised the junior interactive team responsible for supporting all client digital initiatives
- progressed through three successive roles in the interactive team to leadership position

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

Product lead > DataViz, Inc., Milford CT, 2004–2005

- managed full software product lifecycle of RoadSync, a multi-platform Microsoft Exchange client for mobile devices
- designed and wrote product support documentation for in-application and online usage
- 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

contact

512.966.8076, steve@lithicdata.com