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PORTLAND OR



OBJECTIVE

LEAD PERFORMANCE MARKETING STRATEGY DEVELOPMENT & EXECUTION FOR AN BRAND WHICH CREATES MEANINGFUL PRODUCTS FOR SERIOUS ATHLETES

STRENGTHS

LEADERSHIP

Highly collaborative
Nurturing leadership style
Growth-oriented

STRATEGIC THINKING

Competitive analysis
Brand & product positioning
Strategy development

CONSUMER OBSESSED

Market research
Interviews & focus groups
Survey design, coding & analysis

CORE COMPETENCIES

SEARCH MARKETING

SEO / SEM
Content Strategy & Creation
Email Marketing & Segmentation
Social Media Marketing
Audience Targeting
Creative Development

TECHNICAL SKILLS

Web Analytics Insights & Reporting
Advanced HTML & CSS
Advanced CMS Experience
CRM Experience
Programmatic Ad Buying

SKILLS



EXPERIENCE



BEAVERTON, OR

2019 - PRESENT

DIGITAL MARKETING MANAGER

Managed digital marketing department and developed strategies for ecommerce, lead generation, SEO/SEM, Email Marketing, PR, and Social Media Marketing. **Grew ecommerce revenue by 64%, and lead acquisition by 58%.** Growth driven by combination of SEO strategies, SEM expansion, and content marketing initiatives.



PORTLAND, OR

2018 - 2019

MARKETING MANAGER

Led all aspects of marketing for startup product brand including **brand development, market research,** and persona/muse development. Redeveloped **website strategy,** creative, content and tracking strategy. Led **crowdfunding campaign strategy** resulting in fully funded campaign..

the search agency

GLENDALE, CA

2010 - 2017

SENIOR ACCOUNT MANAGER

Managed **digital strategy development** based on multinational client business objectives. Developed and executed **content strategies** to boost search visibility and nurture consumers through the decision journey. Measured & monitored performance through **analytics reporting** that identified strategic opportunities.



AGOURA HILLS, CA

2007 - 2010

MARKETING DIRECTOR

Responsible for all aspects of **product & brand marketing** for speciality running retailer - **online, offline & events.** **Tracked performance & ROI** of campaigns & initiatives through online and in-store conversions. Created brand assets & in-store signage to improve sell-through.

EDUCATION



UNIVERSITY OF OREGON PORTLAND, OR



2019

M.S. SPORTS PRODUCT MANAGEMENT

Specialized Master's Degree aimed to develop Sports & Outdoor product industry leaders



MALIBU, CA

B.A. SPANISH, MINOR ADVERTISING

3-year varsity Cross Country, NCAA DI. Co-founder of club track team.



2005