

STEVE MCQUAIDE

Portland, OR

818.671.7230
smcquaid@uoregon.edu
stevemcquaide.com

EDUCATION

M.S. SPORT PRODUCT MANAGEMENT | UNIVERSITY OF OREGON

MARCH 2019

Specialized Master's degree program aimed to develop sports product industry leaders

- Member of UO Portland Student Council
- Marketing consultant for European-based Snow and Surf brand looking to enter US market
- Marketing Coordinator for Online Program launch team

B.A. | Pepperdine University

MAY 2005

Major: Spanish Language & Literature

Minor: Advertising

3 Year Varsity Cross-Country, NCAA Division I

EXPERIENCE

DORSUM, INC. | BRAND/PRODUCT MARKETING MANAGER

2018 – PRESENT

Supported all aspects of marketing for startup including brand development, market research, persona/muse development and digital presence optimization.

Duties

- Conducted market research using a variety of secondary sources to quantify the opportunity in the market
- Participated in in-depth interviews with members of target market segments to understand their pain-points, needs, and desires.
- Created muses to guide product development and marketing messaging that speaks to specific segments of the market
- Served as consumer-voice in product development meetings assuring key product priorities were maintained
- Created and led brand development workshops to define core values and brand statements
- Redefined brand identity – logo, fonts, colors
- Redesigned and launched new dorsumtech.com website to align with new brand direction and market research insights

THE SEARCH AGENCY | SENIOR ACCOUNT MANAGER

2010 – 2017

Primary point of contact for client support, including strategy development based on client business objectives, acting as conduit between brand, development and marketing teams, monitoring performance through analytics platforms, delivering reporting insights to improve strategy.

Duties

- Developed strategic marketing plans aimed at exceeding client business goals
- Identified key market segments for clients to fuel online conversion growth
- Developed integrated content marketing strategies aligned to customer personas and consumer decision journey
- Coordinated product launch campaigns through content creation, launch pages, and social media announcement.
- Delivered actionable reporting insights to improve organic search strategy
- Collaborated with team to develop semi-annual "big ideas" to aid in brand positioning and search visibility
- Worked closely with subject matter experts to create impactful projects and tasks
- Managed team members' projects and hours to maintain internal margin goals
- Involved with business development process for new client pitches
- Responsible for identifying and negotiating contract renewals and upsell opportunities

FUTURE TRACK RUNNING CENTER | DIRECTOR OF MARKETING

2007 –2010

Responsible for all aspect of product marketing – online, offline, & events. Tracked performance of marketing initiatives through online and in-store conversions.

Duties

- Interfaced monthly with locally-based footwear brand looking to enter the running market. Provided key market insights to influence product design and development
- Led partnerships with key footwear brands for collaborative promotions, events and ad campaigns
- Built strategic online and local community relationships to localize brand & product messaging
- Involved in seasonal buying process for new product
- Implemented internal systems for employee training & communication
- Organized in-store and community events (product launches, fun runs, local 5k/10k)
- Brought brand presence online through website, blog, and social
- Compiled reports for online performance and sales data (demographics, campaign reach & conversions)

ADDITIONAL EXPERIENCE

University of Oregon Marketing Coordinator, Online Program Launch Team	2018 – PRESENT
The Search Agency Linking & Promotions Team Manager/SEO Strategist	2011 - 2014
Freelance Creative Work Web, graphic, and advertising designer	2012 – 2014
Flintridge Preparatory School Assistant Coach, Track & Field and Cross Country	2003 – 2008
Run With Us Retail Professional	2004 – 2007
Future Track Running Center Retail Professional	2003 – 2004