

# Steve Taylor

Digital Marketing & Strategy

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## PROFILE

Digital marketing and strategy professional with 17 years industry experience in Online Marketing, Search Engine Optimization (SEO) and Paid Search, Social Media Strategy, E-mail Marketing, Web Analytics, Integrated Campaigns, Staff Training, Client Management.

## EXPERIENCE

Director, Digital Strategy & Product Marketing, FanXchange | Toronto, ON Apr. 2012 – Present

- Lead digital marketing solutions development pertaining to all the FanXchange online properties (website, applications, mobile applications, social networks, etc.).
- Develop strategic creative brief, manage and lead execution of integrated, solutions-oriented 360-degree consumer marketing programs and global assets (promotion, video, collateral, social media, advertising and PR plans - designed to develop strong emotional bonds with consumers through the direct selling channel).
- Drive Category Conversion, Revenue, Profit, and positive outcomes across all channels.
- Generate social and digital media reporting and insights.
- Deliver fully integrated marketing campaigns leveraging all mediums including direct marketing, industry events, executive conferences, immersive customer experiences, social and press/analyst relations.
- Develop, plan, produce and measure online marketing and social programs.
- Envision and create solutions that meet the requirements of the business, build the required infrastructure and points of integration, and provide the overall roadmap for delivering solutions.
- Manage the e-mail marketing campaign strategy.
- Collaborate with strategic resources on social media and digital marketing campaigns.
- Apply entrepreneurial spirit with operational skills to ensure projects and ideas are seen through to execution.
- Evaluate and recommend new marketing, advertising and PR solutions to assess which best meet changing business needs and best align with company strategies and focus.
- Collaborate with cross-departmental teams to develop robust consumer and trade communications, programs and launch plans.
- Prepare business cases and cost justifications to focus on the strongest initiatives to maximize return on investment (ROI).
- Evaluate metrics and success, and participate in post-program analysis, driving global roll-up reporting.
- Provide digital marketing campaign strategy, as an integrated component of campaigns and as

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stand-alone campaigns.

- Drive cross-group collaboration across teams to cultivate strength and cooperative spirit, optimize resources, talent and expertise.
- Develop a solid approach for supporting customers globally on the company social channels.
- Experiment with new and alternative ways to leverage social media activities and monitor trends on social media channels.
- Utilize analytics to continuously improve engagement and productivity.
- Implement path-to-purchase solutions.
- Develop scalable processes for social operations (campaigns, sweepstakes, apps, etc.).
- Creative thinker and resourceful problem solver.
- Demonstrated analytic ability, including the ability to understand monetization metrics and apply them to potential optimizations.
- Ability to articulate and share channel insights, learnings and recommendations as the e-Commerce category expert.
- Develop and execute shopper marketing solutions with E-Commerce customers aligned with overall business goals and marketing/communication strategies of each business unit.
- Develop a strong e-Commerce POV utilizing business metrics within category and apply customer engagement behavior insights through performance recaps and action planning.

National Director, Search Strategy & Marketing, iProspect | Toronto, ON

2009 – 2012

- Provided leadership on how to create compelling, innovative and effective approaches to search marketing (SEO & SEM) and social media in order to achieve clients' needs.
- Worked collaboratively with account services and media team members across a range of Fortune 500 accounts & prospects.
- Developed and executed best-in-class shopper marketing programs leading to increased category sales and profitability.
- Diagnosed complex commercial and technical situations.
- Distilled detailed analytics data into information that clients could act upon.
- Provided project management across multiple departments.
- Led business development activities and client proposals.
- Ensured proper staffing plans and contingency plans were in place to ensure consistent performance through normal business, seasonality, and new campaign introduction peaks.
- Envisioned and created solutions that met the requirements of the business, modeled the required infrastructure and points of integration, and provided the overall blueprint/roadmap for delivering the solution.
- Highly collaborative and comfortable with both high-level planning and tactical execution.

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- Excelled at operating in a highly cross-functional environment.
- Managed the agency in the development of quarterly analysis of media spending by competitors.
- Leveraged secondary, primary and existing insights to demonstrate understanding of local and regional consumers and customers for planning purposes.
- Established effective working relationships to influence senior cross-functional stakeholders and partners.
- Managed campaign development timelines, budgets and performance to deliver on KPIs.
- Partnered with top tier clients to design and deliver consumer insights studies that deepened engagement and influence and supported revenue driving opportunities.
- Monitored social marketing and analytics trends and best practices.
- Identified and implemented innovative business intelligence, reporting, and analytics solutions.
- Led the integration of media efforts across business units whenever possible, including the identification and communication of best practices.
- Partnered with the integrated marketing and brand colleagues in ensuring consistent messaging and brand representation.
- Focused on category shopability and product findability within search and navigation, purchase paths and across category competitors.
- Provided heuristics analysis of behavioral and transactional analytics to support campaign and product improvements.
- Partnered with the Creative team to develop more effective means of leveraging social networking channels.
- Identified industry trends and associated sales opportunities through gap analysis.
- Grew customer satisfaction by delivering insights that helped customers understand how to advertise effectively in the digital space.
- Oversaw program execution with customer teams, analyzing and sharing post metrics /ROI and key learnings to all stakeholders.
- Focused on solutions tied to key drivers in the e-Commerce acceleration path for multi-channel marketing to realize client business objectives.
- Pragmatic and demonstrated sense of business acumen.

Digital Strategy & Marketing Consultant | Toronto, ON

2008

- Promoted and led full spectrum online marketing campaigns for clients: paid search, search engine optimization, social marketing, specialty search (local, image, video, etc.), email marketing and direct mail.
- Google Analytics implementation and reporting.
- Improved client overall return on investment (ROI).

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- Managed research vendor relationships, contracts and budgets.
- Proactively researched opportunities and made actionable recommendations for clients.
- Partnered with e-Commerce Experience teams and Digital Planning teams to execute promotional plans online while ensuring business objectives were achieved and analysis of promotional effectiveness was utilized as part of feedback loop.
- Provided input to the department managers on quarterly strategy and monthly planning while actively participating in the execution, and evaluation phases. Used the rigor of this process to ensure category outcomes aligned with the overall business plan.
- Promoted marketing solutions brand building efforts by providing compelling research driven insights.
- Offered expertise in local and regional consumer marketing, and regularly conducted market competitive analysis and used those insights to develop marketing plans designed to maximize product performance and drive sales.
- Managed media tracking programs and worked with clients to develop media plans that deliver business results.
- Proven extreme flexibility, adaptability and modular thinking.
- Assisted product team partners with tracking product launch, product improvement, and product rationalization initiatives and ensured targeted milestones are met on time.
- Proven track record of identifying rich consumer insights and translating them into effective marketing programs.
- Provided leadership and technical expertise to our CRM teams focused on leading analytics for business solutions.
- Identified and implemented innovative business intelligence, reporting, and analytics solutions.
- Reliable decision maker.
- Provided working direction and coaching for all clients.
- Played an advisory role to individual brand and business teams.
- Solid budget management, forecasting, and compliance.
- Attended executive speaking opportunities and media events.
- Skilled at transforming market research data into resonant sales stories.
- Strong working knowledge of most media industry research and analysis.

Account Executive, Yahoo! | Toronto, ON

2007 – 2008

- Managed paid search campaigns for ad/interactive agencies and Fortune 500 clients.
- Prospected new accounts in assigned territories.
- Consistently communicated with clients and became an essential knowledge resource.
- Worked with clients to understand their objectives and implement the campaigns effectively.
- Brainstormed with account managers to develop new ideas and solutions for clients.

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- Communicated campaign (and customer) insights and opportunities to help refine brand positioning, messaging, targeting and budget allocation across channels.
- Led internal resources once campaigns were launched to ensure objectives were met.
- Maintained quality and integrity of the contact management database.
- Studied trends and opportunities to best utilize advertising budgets.
- Created compelling presentations for clients to understand the impact of SEM campaigns.
- Strong sense of accountability and a keen focus on delivering solid customer experiences with exciting bottom-line results.
- Globally-minded, creative and solutions-oriented approach to developing assets for all client markets - from mature, experienced markets with high awareness levels and sophisticated media planning to new, to establishing markets requiring a grass-roots approach.
- Solid skill level operating in a vast, global marketing landscape.
- Expanded Yahoo's platform and monetization revenue by identifying new inventory, emerging channels and products that support partner revenue goals.
- Analyzed monetization and platform performance and presented findings to key clients, influencing partner strategy by highlighting key opportunities to increase revenue through additional product usage; brought data driven insights to support recommendations.
- Demonstrated ability to communicate effectively with senior executive leadership.
- Strong account management track record.
- Broad understanding of the online advertising ecosystem and experience working with third party ad serving tools and optimization platforms.
- Comfortable operating in a rapidly changing, fast-paced industry with the ability to manage an ever evolving product set and client needs.
- Reviewed new business opportunities and clients and reacted to inbound customer requests.
- Secured new Yahoo Search clients by presenting customized search marketing solutions.
- Worked closely with the short-term account management teams to ensure newly-sold clients achieve their advertising goals.
- Effectively managed the sales pipeline and developed a strategy for long-term sustained success.
- Generated business plans to define Yahoo's selling strategies and tactics.
- Coordinated internal resources across many functional areas to win deals and fulfill customer needs.
- Developed strong relationships within all levels of major advertisers, publishers and agencies to serve as a trusted consultant in order to solidify and grow those partnerships.
- Deep understanding of the industry's issues, a vision for its growth and a commitment to advance Yahoo's forward-looking strategies within the marketplace.
- Generated customer demand - including driving customer meetings and facilitating the sales process.
- Managed service delivery of a team of peers, leading through influence.

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- Solved complex support issues effectively.
- Led critical support escalations, often including multiple internal and external support teams and often with visibility to internal and external leadership teams.
- Assessed customers' risks and needs and recommended appropriate service offerings.
- Documented recommendations formally via service delivery plans.
- Consistently established and maintained working relationships with internal support delivery teams, customer support teams, customer contracts and materiel representatives.

Account Manager, 24/7 Real Media | Toronto, ON

2006

- Worked with the client to evaluate media campaign results for each business unit and when applicable develop case studies to share globally.
- Executed on digital media campaign tactics.
- Developed search engine ad campaigns and liaised with Fortune 500 clients.
- Managed 20 clients running multiple campaigns while consistently hitting and improving upon their ROI goals.
- Developed highly complex campaigns based on relevant ad groups and keywords.
- Created multiple versions of ad copy to work in conjunction with the organization of the accounts.
- Interacted regularly with clients, reporting on campaign status and presenting new advertising options.
- Drove business development activities and client proposals.
- Executed campaigns driving new customers and generating incremental sales.
- Proven innovation-oriented mindset and approach to the field of business intelligence and analytics.
- Conducted analysis and periodical reviews of product, competition, category, customer and consumer to enhance marketplace performance.
- Acted as a "trusted advisor" with customers to help them succeed as advertisers in the digital space.
- Drove best practices and explored innovative communication channels, tactics, technology.
- Ability to effectively respond to dynamically changing work environment and to positively influence business outcomes.
- Strong organizational, multi-tasking and project management skills with a focus on planning, setting priorities and delivering results under tight deadlines.
- Seasoned abilities to effectively communicate with and influence senior management as well as internal and external partners.
- Successfully functioned across groups and drove influence throughout all levels of the organization.

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Marketing Manager, N49 Interactive | Toronto, ON

2000 – 2005

- Increased ROI through evaluation, testing and improvement of website content and layout, server infrastructure, log data analysis and ethical "white-hat" SEO techniques implementation, resulting in high search rankings.
- Created several direct mail campaigns aimed at online and offline mediums.
- Developed social networks for the Canadian construction and home improvement industry.
- Proven ability to plan and develop complex websites without compromising quality.
- Led multi-channel initiatives for assigned brands through media and agency partners.
- Successfully created and managed Internet marketing campaigns using SEO and PPC techniques.
- Maintained an open and direct communication fostering people development.
- Instrumental driver in the identification and creation of solutions that enabled continued incremental growth of traffic and helped reduce operational costs in alignment with digital growth strategies.
- Headed and grew a team of community specialists (e.g., content producers, community managers, customer support reps, marketers).
- Managed the media strategy to optimize output for research projects done for the Marketing Intelligence team.
- Deep knowledge of operations and online/offline multi-channel integration efforts.
- Directed the integration of media efforts across business units, including the identification and communication of best practices.
- Demonstrated knowledge of key trends in global online media, marketing promotional tactics and advertising strategy with an integrative and holistic approach.
- Ran cross-functional teams (including internal/external agency partners) in the development and execution of strategic plans.
- Provided strategic leadership, coordination and execution oversight of digital media with all clients.
- Experienced online strategy, creative ad production and measurement acumen that maximized client brand and business equities, resource efficiencies and market impact.
- Expert knowledge of current technology, ecommerce and retailing, digital marketing, business processes and the tools & solutions to address complex engagement decisions aligning with digital growth strategies.

Interactive Strategy & Marketing Consultant | Picton, ON

1997 – 2000

- Designed and implemented creative & effective web user interface layouts for promotional web pages, interactive Flash animations, mini-sites, & banners for clients while maintaining strict brand standards.

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- Identified & resolved technical issues.
- Completed mockups & implemented designs under tight & changing deadlines.
- Built websites using HTML, Javascript & Flash.
- Provided Search Engine Optimization (SEO).
- Managed & prioritized multiple projects within given deadlines.
- Provided clients with creative, first, & final proofs for every project .
- Archived final design resource files for each completed project.
- Maintained effective working relationships with client teams.
- Coordinated the implementation of updates to existing code or procedures.
- Communicated clearly with both technical and non-technical audiences.
- Reported activity and progress through web log analytics.
- Managed clients from pitch to launch stages of projects.

## EDUCATION, ACHIEVEMENTS & TRAINING

Wildfire Social Media Training (2012 – Present)

Twitter Strategy and Advertising Training (2011 – Present)

Facebook Advertising and Strategy Training (2011 – Present)

Yahoo Analytics Training (2009 – Present)

Microsoft adCenter Training (2007 – Present)

Yahoo Search Marketing Training (2007 – 2010)

Google Analytics Training (2003 – Present)

Google AdWords (2002 – Present)

Advisory Board Member, Loyalist College (2001 – Present)

New Media Design Diploma, Loyalist College (2000)

Advertising and Marketing Diploma, Loyalist College (1999)

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## SKILLS & SOFTWARE

### ONLINE MARKETING & WEB ANALYTICS

Search Engine Optimization, Google Advertising, Yahoo Search Marketing, MSN adCenter, Social Media Marketing, Email Marketing, Facebook Advertising Strategy, Twitter Advertising Strategy, Google Analytics, HootSuite Analytics, Wildfire Social Strategy, Facebook Analytics, Yahoo! Web Analytics, General Web Logs & Analytics.

### SOFTWARE & SOCIAL MEDIA

Google Analytics, Google AdWords, Microsoft Office, Microsoft adCenter , Yahoo Search Marketing, Yahoo! Web Analytics, MailChimp Email Management, Adobe Creative Suite, iWork Suite, Facebook Advertising Platform, Twitter Advertising, Pinterest, Hootsuite, Buffer, Google+, Tweetdeck, Optimizely, Omniture Products Suite.