

STEVEN D. WINTER

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MARKETING DIRECTOR, BRAND MANAGEMENT *Marketing Strategies / UIO, UX, Web & Graphic Design Development*

Talented, results-oriented Marketing, Brand and Web Professional with a proven record of accomplishment in planning, developing and leading comprehensive strategies in support of business goals and objectives. Leader in designing, developing and producing multi-level professional Web sites for publicly traded and private enterprise companies. Expertise in directing the creation of marketing tools and steering the execution of marketing programs. Demonstrated success driving growth in targeted markets through implementation of key projects. Adept at communicating with management, vendors, and internal departments to coordinate overall marketing and web efforts. Successful teacher in both web and graphic design.

- Marketing Collateral Development
- Market Research & Analysis
- Team Building & Management
- Budget Preparation/Administration
- Direct Marketing Programs
- Strategic Market Planning
- Web Development & Management
- Web Site Design (including User Interface)
- Web Site Information Architecture
- Code Development (ADA & W3C compliant)
- Education Development/Preparation/Administration
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PROFESSIONAL EXPERIENCE

IT Business Analyst, 6/2014 - present
Sacramento County District Attorney's Office

Define and document customer business functions and processes. Act as a liaison between departmental end-users, technical analysts, information technology analysts, and other governmental organizations in the analysis, design, configuration, testing and maintenance of projects to ensure optimal operational performance.

Track and fully document changes for functional and business specifications; write detailed universally understood procedures for permanent records and for use in training. Identify opportunities for improving business processes through information systems and/or non-system driver changes; assist in the preparation of proposals to develop new systems and/or operational changes.

Selected Contributions:

- ✓ Created new District Attorney brand (logo and all marketing collateral) January 2015.
- ✓ Created brand awareness and market value which in turn creates community awareness of brand and loyalty.
- ✓ Manage brand through out all aspects of the Sacramento County District Attorney's Office.
- ✓ Responsible for multiple website and mobile app UI/UX design and code.

MARKETING DIRECTOR, 9/2012 – 6/2014

Hooked on Solar, Auburn CA

Create brand identity and awareness to successfully build residential solar business and attract new customers.

Design and manage vehicle fleet wraps, manage cost and project from start to completion. Design, develop and manage all company websites. Produce all concepts, user interface design, information architecture, Web site code and databases as required by each project. Plan and carry out regional market research and analyses. Develop and manage a wide range of marketing tools, including promotional materials, direct-mail pieces, email campaigns and Web sites.

Create and manage weekly correspondence with all current and past customers via email newsletter and updates. Prepare and manage marketing budgets. Work closely with vendors to coordinate overall marketing effort in accordance with company goals.

Selected Contributions:

- ✓ Created brand awareness and market value which in turn creates customer awareness of brand and loyalty.
- ✓ Design and manage new company brand on all fleet vehicles.
- ✓ Create a marketing campaign that drives customers to do business with Hooked on Solar.
- ✓ Weekly email correspondence based on a one-off customer database created in house to keep new customers informed of solar install status and past customers updated on any new developments and solar monitoring.

FREELANCE - MARKETING / WEB / GRAPHIC ARTIST, 6/2009 – 9/2012

Responsible for concepts, user interface design and development of corporate Web sites and Branding for multiple clients. Worked closely with marketing departments to create a cohesive look of corporate Web sites and marketing literature.

Designed and developed many logos along with brand awareness programs for each product line companies offered. Created print material in several industries for both brand awareness campaigns as well as ecommerce based marketing solutions.

Helped to successful launch several small business with no brand awareness to industry leaders within first their year. Continued to assist in marketing efforts to help maintain market leadership.

DIRECTOR OF MARKETING & EDUCATION / WEBMASTER, 6/2004 –6/2009

ddi Joint Ventures LLC - ddi Education Center – Sacramento, CA

Define strategy for, develop, execute, and manage comprehensive marketing plan encompassing integrated marketing initiatives designed to penetrate and grow targeted markets. Create brand identity and awareness to successfully build new businesses. Design, develop and manage all company websites. Produce all concepts, user interface design, information architecture, Web site code and databases as required by each project. Plan and carry out regional market research and analyses. Develop and manage a wide range of marketing tools, including promotional materials, direct-mail pieces, email campaigns and Web sites. Design, develop and produce all aspects of trade show booth for interactive display. Prepare and manage marketing budgets.

Successfully operate advanced dental education center to worldwide student base. Book students into courses and create/produce all educational materials for courses, both print and digital format. Within course outline, write/design course materials, then teach courses on marketing and design. Class sizes range from 15- 30 students. Manage education center and all business aspects within.

Created and operated a successful media branch within the corporate structure. Manage all media company budgets and projects within. Produce all concepts, user interface design, and Web site code and print materials as required by each project. Work closely with vendors to coordinate overall marketing effort in accordance with client's goals.

Selected Contributions:

- ✓ Created brand awareness and market value to new business.
- ✓ Produce concepts, user interface design, information architecture, web site code and print materials as required by each project
- ✓ Create and operate a successful advanced dental education center known throughout the world.

SENIOR WEB DEVELOPER, 2002 – 2004

SureWest Communications – Roseville, CA

Define strategy for, develop, execute, and manage corporate Web sites designed to penetrate and grow targeted markets within the telecommunications industry (including landline and wireless telephone, High-speed internet and TV). Create, test and implement user interface design for all seven departments with the corporate structure of Web sites. Develop a highly successful corporate Web site to best represent a publicly traded company. Secure domain names for marketing efforts. Maintained communication with management to ensure marketing activities aligned with business goals. Provided leadership and direction to marketing associates to guide the creation of marketing materials and ensure congruence with objectives. Manage web development team.

Selected Contributions:

- ✓ Worked closely with the marketing department to create a cohesive look of the corporate/public Web site(s) and public marketing literature.
- ✓ Handled complete design and development of company's corporate Web sites both public and internal.

- ✓ Managed web development team.
- ✓ Worked closely with nonprofit foundation to help market both public campaign awareness and event planning.
- ✓ Received award for excellence in website development and flash production

SENIOR GRAPHICS DEVELOPER / WEBMASTER, 2001 - 2002

Locus Technologies – Sacramento, CA

Responsible for concepts, user interface design and development of corporate Web site. Worked closely with the marketing department to create a cohesive look of the corporate Web site and marketing literature. Responsible for front end look of clients “automation portals”. Created a Web site to demonstrate the Automation portals the company offered. Responsible for Flash movies used within the Web sites. Developed many logos along with brand awareness programs for each product line the company offered,

Selected Contribution:

- ✓ Worked closely with the marketing department to create a cohesive look of the corporate Web site and public marketing literature.
- ✓ Designed, developed and implemented many multi-level corporate websites.

GRAPHICS DEVELOPER / WEBMASTER, 1999 - 2001

Uni-Products Inc / DiscountBorders.com – Rio Linda, CA

Start-up Internet business which sold wall coverings on an interactive e-commerce based Web site. Help develop structure and user interface design of Web site for best user interaction. Designed, developed and coded Web site. Additional duties included scanning large images and getting them sized and formatted to be uploaded to Web site through site administration. Images had to be scaled and formatted in three variations in order to function within the site within and interactive platform. Create database and all necessary categories for the Web site. Oversee web page design and promotion.

Selected Contribution:

- ✓ Demonstrated immediate talents upon hire and excelled quickly to become recognized by management as key member of web development team.
- ✓ Contributed campaign theme idea that proved effective in delivering overall message.

CO-OWNER / MARKETING MANAGER / WEBMASTER, 1999 - 2004

Visual Internet Productions (dba WebSiteStew.com) – Sacramento, CA

Co-owner and operator of a successful media company producing Web sites for individual clients. Manage all media company budgets and projects. Produce all concepts, user interface design and Web site code and print materials as required by each project. Work closely with vendors to coordinate overall marketing effort in accordance with client’s goals.

OWNER / OPERATOR, 1994 - 2000

Steve Winter Delivery Services – Sacramento, CA

Self employed independent contractor. Operate furniture delivery service company. Duties include contact customer and prearrange time and date to deliver and upon that date safely deliver and setup furniture in customer's home. Manage employees along with record and bookkeeping duties. Contracts included: The Futon Shop and Z Gallerie.

HEAD ARTIST, 1992 - 1994

Tower Records – Roseville, CA

Head artist for store location and responsible for designing in-store displays and promotions with minimum supervision. Produced artwork and pulled product for end-cap displays. Created video and record promotional in store displays for new product releases. Original ideas and concepts, developed displays to best promote new releases. Produced original artwork from own ideas.

EDUCATION & CREDENTIALS

B.A. - Fine Art and Graphic Design • Sacramento State University – California, USA

A.A. - Graphic Design • American River College – California, USA

COMPUTER SKILLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe Muse
- Adobe Dreamweaver
- Adobe In Design
- Adobe XD
- Sketch
- Balsamiq
- User Interface Design
- Windows and Mac
- Microsoft Office suite
- CSS (W3C and ADA compliant)
- HTML
- Conrete5 CMS
- Wordpress
- JavaScript
- PHP & ASP

ORGANIZATIONS

Member of:
National Association of Photoshop Professionals
(www.photoshopuser.com)