

STEPHEN SMITH

PROFESIONAL FOCUS

Qualified self-starter for leadership positions where business savvy, public relations talent, development and implementation of vision will be of value. 24-year career mix of both for-profit and non-profit sectors seeking to join a forward value thinking organization.

PROFESSIONAL PROFILE

Dynamic professional with demonstrated capacity to effectively manage a variety of projects. Excellent ability to develop team rapport and assessment of company needs. Experience defining project specifications, establishing project goals, and deliverables, communicating objectives to inter-disciplinary teams, committees and Board of Directors. Experience developing teams for multi-million dollar projects and supervising the activities of employees as part of a larger team.

AREAS OF QUALIFICATIONS

Business

- Business Planning
- Business Development
- Sales and Marketing
- Budget Creation/Management
- Relationship Management
- Public Speaking/Presentations
- Excellent Interpersonal Skills
- Project Management
- Search Engine Marketing (SEM)
- Google PPC
- Revenue Generation
- Account Development
- Team Building and Leadership
- Account Retention
- eCommerce retail merchandising
- Staff Supervisory Skills

Technology

- Microsoft Office Suite
- Adobe Software Suite
- Analytics & PPC
 - Google
 - Quantcast
 - Tarapeak
- Search Engine Optimization
- Hootie Suite, Buffer, Tweetdeck
- Facebook & Google Power Editors
- Search Engine Optimization (SEO)
- Website Design/Development
 - Languages: *html, cfml, css*
 - Familiar with: *php, java, JavaScript*
- Ecommerce Design and implementation
 - BigCommerce Enterprise Edition
 - Shopify
 - Prestashop*Familiar with Magento*
- Firewall and Security
- Microsoft Server/ Lamp
- IP Networking
- Highly knowledgeable of Internet Web Services
- Database SQL and MYSQL
- Joomla CMS (Content Management Systems)
- Google Cloud

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STEPHEN SMITH

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PROFESSIONAL EXPERIENCE

2015 – PRESENT OSC AUTOMOTIVE PRODUCTS, INC
Ecommerce Manager

Fullerton, CA

OSC Automotive is a manufacturer of high quality automotive aftermarket cooling and ride control products with office and warehouse locations in California and Georgia, USA. A fast growing manufacturing company serving traditional warehouse distributors with product, service and sales support in wholesale, retail and online environments.

As the eCommerce Manager, I serve as the primary point of contact for OSC Automotive online business development and regional sales teams to engage and support customer eCommerce activities. Responsible for the day-to-day, hands-on management and execution of OSC's eCommerce Division Worldwide.

The main goal is to drive online revenues and contribution through the management and execution of online services supporting the OSC Customer ensuring activities are aligned with brand and corporate strategy. I work to ensure appropriate communication with other regional teams while growing the corporate eCommerce division to enable alignment and optimum execution, globally and nationally. As an eCommerce Manager I am always working to improve and develop new forms of cutting-edge technologies applications to drive competitive advantage, revenue for the greatest ROI.

Primary Objective: Drive, develop and manage all e-commerce related activities.

Duties include

Monitor, analyze and evaluate online initiatives, consumer behavior, online analytical data, planning and reporting to drive continuous improvement in traffic, referrals and funnel conversion, cart abandonment, SEO, content, revenue and product optimization. Monitor and analyze online competition, price comparison and related activity.

Development of eCommerce road-map for site development, enhancements, and optimize discoverability using SEO, PPC digital marketing best practices for increased sale conversions including customer engagement with popular social media implementations.

Oversee online inventory, inventory feeds, on-boarding virtual inventory cloud, and manage online price strategies and product markdown promotions. Manage all product listing/uploads into ecommerce backend and Omni channel platforms.

Lead product implementation across multiple online channels, online marketing strategies and a/b test campaigns that effectively drive qualified traffic to multiple points of purchase. Including the merchandising and management of weekend and holiday sales from design, development and implementation.

Ownership of product photo shoots, schedule product staging from existing inventory and inbound containers, including the creation of company image policies and procedures, manage the image catalog by image quality, and sku. Manage the daily activities of in house photographer and graphic designer.

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LEADERSHIP • TEAM BUILDING • DEVELOPMENT • PERFORMANCE

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2007–2014 18004MYTAXI (A WHITE & YELLOW CAB INC.)

Santa Ana, CA

Online Marketing Director

Responsible for companies' fulfillment of on and off-site SEO, implementation and support of industry standard SEO best practices while investigating and analyzing creative strategies to increase companies' visibility.

Duties Include

Using industry best practices, develop search opportunities and visibility strategies for company. Research in- depth customer surveys, interviews, strategic data analysis and critical project plans focusing on timely execution. Create and confirm site architecture and site map for companies website working closely with Managers

Content and Development

Responsible for all corporate website implementations. Including complete design, development and maintenance on ongoing bases.

Create and lead the content optimization strategy for companies' specific content recommendations, blogging objectives article creation and syndication, as well as video and press release optimization. Worked with Sr. Strategists and cross-functional teams to drive future direction of SEO and product offerings.

Work closely with Department Executive heads, to understand their marketing objectives and strategies. Analyze the performance of their web program against those objectives and recommend tactics that will help realize the companies' long-term SEM goals.

Partner with internal and external influences to ensure the website development process results in optimal search configuration and results.

Provide ongoing company SEO support and expertise through timely consultations and team collaboration.

Fulfillment & Analysis:

Guide SEO fulfillment project tasks to timely and successful completion. Constantly analyze company site performance through internal and external systems to create and deliver strategic solutions.

Communicate SEO data analysis with clients focusing on tactics implemented, performance to goal ratios, short and long-term solutions, and creative strategies involving both proven and emerging technologies.

Responsible for the overall design and operations, of all online marketing and performance activities, including company websites, social media, search engine optimization and e-mail media campaigns. Interpret Analytic reports for ongoing keyword strategies.

Developed relevant reciprocal linking with media channels, Coordinate with branding and marketing team to maintain consistent corporate message. Conducted ongoing research of new technologies and analyzed new online strategies in order to increase effective online awareness and ROI.

Team leader in design and development of companies own taxi app for ordering and tracking taxis on Android and Apples Iphone.

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2004-2007 REGIONAL CHAMBER OF COMMERCE –SANGABRIELVALLEY Diamond Bar, CA *Executive Director*

Responsible for the management of the organizations finances and the preparation of the annual budget. Develop the business plan for meeting the budget. Directs all membership development efforts, all organizational operations. Responsible for generating funds, grants, gifts, sponsorships and donations. Represents, communicates and advances the interests of the Chamber and the chamber membership. Ensure that chamber policy, as established by the Board of Directors, is properly being followed. Acts as liaison of the Chamber to City Council, State and Federal government agencies and representatives. Instrumental in the development and creation of the Regional Chamber of commerce– San Gabriel Valley, Chambers formally known as the Diamond Bar and Walnut Chambers of Commerce.

2002–2004 NORWALK CHAMBER OF COMMERCE **Norwalk, CA** *Executive Director*

Responsible for developing and achieving annual program of work. Plan and implement the Board's long-range policies for achieving Chamber goals. Recruit, hire, train, manage, and evaluate employees. Manage finances including preparation of budget. Oversaw membership including recruiting new and ensuring retention of current members. Oversaw public relation activities and communications to the membership and the public, continually optimizing the Chambers reputation among key constituencies. Effectively represented the Chamber with City Council, governmental agencies and other organizations. Regularly advised the Board of challenges, opportunities, and resource requirements.

1994-1996 DILLINGHAM/WILSON CONSTRUCTION COMPANY **Los Angeles, CA** *Lead Foreman – Project: Hyperion Water treatment Plant (5 Million)*

Project consisted of the building of new water treatment facilities. Responsible for managing crews and scheduling of sub-contractors. Conducted safety meetings. Communicated progress to inter-disciplinary teams.

1991–1994 PERINI CORPORATION **Las Vegas, NV** *Lead Foreman – Project: Luxor Hotel (300 Million)*

Responsible for Operating Engineers crew and the operating schedule of four tower cranes with other contractors. Consistently met project deadlines—completed in 60% of time earning 100% of additional \$1mil incentive bonuses for company.

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Serial Entrepreneur Spirit (The Self Starter)

2008–CURRENT STEPPING OUT RECORDS

Norwalk, CA

Independent Record Label Executive responsible for evaluating, prioritizing, and leading decisions regarding A&R, Artists, their music and content partnerships. Analyzed K.P.I (downloads, airplay, ticket sales, streams) to identify new business leads and forecast financial viability. Artist contract negotiating, and secured deal points, licenses, and budgets with content creators and music supervisors.

Cultivate and manage strategic relationships with artists, content owners, other independent labels, and technology partners to generate revenue, grow traffic and strengthen artist and label brands. Lead cross-functional strategic teams in planning, marketing development and execution.

2000–CURRENT DANCETHREADS

Norwalk, CA

Co-Owner

Dancewear wholesale and retail company selling top brands Online. Designed and developed Ecommerce website utilizing PDGSoft shopping cart. Website was developed with Joomla CMS backend with Gantry framework. Integration of shopping cart with QuickBooks, QuickBooks POS. Responsible for maintaining Website availability and security on LAMP. Website was Updated to Big Commerce Platform in 2016

1993–CURRENT STEPPING OUT PERFORMING ARTS STUDIO

Norwalk, CA

Co-Owner

Responsible for all online and offline marketing. Website design, development, and Implementation. Develop ad campaigns on Google Adwords and website optimizations for organic ranking. Monitor Google Analytics data for effectiveness of online campaigns including analytics of vendor ad implantations. Other duties include guitar, vocal instruction and sound engineer production services. Administration functions include POS, customer auto merchant billing and accounting.

1996–2002 NET ILLUSIONS, LLC



Santa Fe Springs, CA

Co-founder, Owner

Responsible for directing staff and all company activities, including network implementations, software development for online and offline products, marketing plans for large and small merchants involving web purchases, contract negotiations, and accountable for annual budget. Partial clients included the Norwalk Chamber, Santa Fe Spring Chamber, Pico Rivera Chamber, Cerritos Chamber, Reinhold Industries, The American Red Cross (Whittier), Presbyterian Intercommunity Hospital, Tri-Angle Distribution and Norton Electric Wholesale.

EDUCATION

Year Attended

2010	Google Analytics, ad words, advanced Google Analytics, Burbank, CA (Certificates)
2005 06	US Chamber Winter Institute Organizational Management
2004	Western Association of Chamber Executives (W.A.C.E.) Conference, Ontario CA
2003 05 06	W.A.C.E. Academy of Organizational Management, Sacramento CA [ACADEMY GRADUATE]
2003	Attended W.A.C.E. Conference (W.A.C.E. scholarship), San Jose CA
1992	Steven Covey "Seven Habits of Highly Effective People" Leadership training course. Certificate of Completion
1988-1991	State of California Department of Industrial Relations, (various Satellite Campuses) Degree: Certificate of Apprenticeship- Graduated Journeyman (BA Equivalent)
	 Major-Construction/Business Administration with Emphasis in Engineering Technology.
	 Completed 4 years of College courses and 6000 hours of on the job training.
1985	Graduated Millikan High School, Long Beach

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REFERENCES

Reference Letters: <http://www.stephenrsmith.com/job-history/reference-letters>

Personal website: www.stephenrsmith.com

LinkedIn: www.linkedin.com/stephenrsmith67

Current Employer Reference Upon Request

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