



SLEckert, Marketer

Stephen L. Eckert

Professional Marketer and Project Manager

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Profile

Over 20 years proven success marketing products, services, brands, and people. Uncovering the unique selling proposition and creating communications and promotions that embody the true essence of the organization and compelling reason to buy. Getting results through the right creative, message and call-to-action, plus tight project and resource management. Delivering whether a regional campaign, nationwide promotion, or integrated sales and marketing process plan. Staying off the bleeding edge while utilizing a mix of new and traditional media and always...always integrating the marketing with direct sales process.

Areas of Expertise

Project and Team Management

Building the team, engaging expertise and motivating action vs. plan. Estimating and budgeting, plus non-financial resource assessment. Excellent developing, then communicating and completing plan. Process oriented management with problem solving focus. Manage through technology including Project and CRM.

Writing and Creative Direction

Wrote the book on marketing - [Marketing in a Downturn](#), available through Amazon and B&N. Creative, technical and narrative copywriting- ads, brochures, technical sales sheets and manuals. Direction to incorporate graphic and interactive design to create brand continuity and integration with copy and call-to-action.

Process Mapping and Integration

Assessment and analysis of marketing and sales processes. Discovering gaps and dams; solving same through process development, testing and measurement. Integration of marketing and sales processes versus financial and strategic goals.

Leadership and Counsel

Excellent leadership skills, motivational speaking and ability to create consensus to plan. Discernment and analysis skills with ability to advise C-level leadership teams. Unafraid to speak truth, but humble enough to hear truth.



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Accomplishments

Product and Brand Development

Assessed need and developed proprietary process for guiding business owners and management teams through marketing/sales plan, implementation and management process. Successfully marketed to dozens of companies guiding:

- Financial organization in new business launch including product development, packaging/pricing, market positioning and brand, and launch of multiple online and live service channels
- Rebranding of professional services firm based on market and organization assessment. Resulted in successful repositioning and engagement with new, more profitable market
- Marketing of new retail outlet, linking event and opening promotion to 14-month organization-wide marketing plan and brand repositioning. Process included development of rollout promotion that exceeded initial sales goals

Promotions

Utilizing resource analysis vs. financial and strategic goals to create managed, tactically-sound promotions. Varying elements and creative based on desired results:

- Led creative and fulfillment teams to deliver nationwide promotion program for Fortune 500 firm and a dozen sponsoring organizations – program yielded 13% increase in sales
- Created and managed web, media and event strategy for medical foundation resulting in increased awareness and tenfold gain in clicks, calls, and referrals
- Restructured sales team tactics selling “green” initiatives in public schools. Revised contact stream, call scripts and materials to maximize return from limited contact resources. Coached reps using role-playing. Resulted in increase in call backs and events scheduled
- Created measurable direct mail program for Fortune 500 firms. Goal to reconnect branch sales effort with marketing elements. Created accountability and analytics through element tracking. Used database driven production to streamline process

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Experience

Owner, Consultant, Free-agent Marketer, Eckert Marketing – 1994-Present

Founded firm and client base; initially focused on marketing communications creative and production

Reset firm to advice-based consultancy and developed analysis and planning tool “The Marketing Coach” to lead business owners and management teams through planning, transition, crisis, and implementation issues

Developed hundreds of marketing communications plans and projects, managing in-house and outsourced teams

Provide advice and consulting on market and sales strategy, product development, and planning, implementation, and measurement processes

Consultant to University Advancement Organizations, Reeher Group – 2004-2008

Teamed with firm principal to develop marketing and sales process including integration of CRM (Microsoft); developed and wrote marketing literature and direct marketing pieces

Audited marketing tactics and messaging to rejuvenate university fundraising campaigns; used modeled and market research data to reengineer audience segmentation and target contact recipes (tactics, content, ask, timing)

Managed accounts including migrating project work with a university marketing group into an ongoing annual contract retainer including applying Dashboard application for managing projects, developing metrics and reporting results

Developed training courses for Dashboard product; Conducted in-person, web meeting and phone training; recorded, wrote and packaged training videos and materials

Vice President/Chief Operating Officer, MODCOM Advertising, 1988-1994

Built and managed employee and freelance team and successfully completed production of numerous 200 – 1000 page catalogs. Developed and managed budgets, design and production

Devised plan and administered media buys in support of consumer positioning and visibility campaigns

Research, copywriting, production of newsletters, direct mail and publicity/PR programs

Rose from Assistant Account Supervisor to Vice President



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Experience, Continued

Former President, Pittsburgh Chapter American Marketing Association

Received national chapter management award for reversing deficit position, reorganizing board, streamlining programming, and repositioning brand to match changes in marketplace

Committee Chair, Community Development Group

Serve as marketing chair for civic group focused on growth and sustainability initiatives for business and residential life

Author

Authored [Marketing in a Downturn](#) guide to positive strategies for current economic climate. Available on Amazon and B&N

Advisor, PowerLink

Served as volunteer advisor to women-owned business principals regarding business, marketing and management issues

Judge, Case Competitions

Judged national and regional strategic business and marketing plan case and communications competitions

Talent, Radio/TV

Experience as on-air host of radio talk show. Served as news reader on cable television program

Urban Faith-based Charity

Serve on board of urban soccer ministry providing coaching, mentoring and resources to at-risk children

Education

Grove City College — Bachelor of Arts, Philosophy; Bachelor of Arts, Economics, 1984