

Stephen L. Eckert

Leader, Marketer, Planner, Project Manager, Author

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Profile

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. Getting results through the right creative, media, and integration of marketing and sales support, plus tight project and resource management.

Areas of Expertise

Leadership and Counsel

Digital Transformation

Writing and Creative Direction

Process Mapping

Project and Team Management

Strategic Planning

Idea Development

Tactical Execution

Experience

Chief Marketing Officer – Mars Bank

Moved from communications project consulting (2008) to fractional marketing leader (2015) to full-time CMO (2021)

- Managed branding, marketing communications, sales support, corporate/shareholder communications, internal communications, and media and community relations
- Partnered with IT lead to conduct a digital transformation including updating website and mobile app, adding online appointment setting, modernizing email marketing, and using social media management platform
- Led cross-functional team through planning and implementation of digital deposit acquisition strategy. Partnered with retail lead on deposit pricing and product strategy resulting in deposit growth including online account opening from zero to 9.5% of total volume in first year. Developed hybrid onboarding process
- Partnered with retail and IT departments to design and implement a virtual call center that utilized available staff to improve answer time and issue resolution; restructured automated attendant routing across system to feed new toll-free customer service number; created online off-hours fraud and customer support ticket system
- Led cross-functional team to create and launch a certified BankOn digital-first deposit product
- Developed procedures, budget, and internal and external teams for determining, creating, and managing marketing and customer communications including direct mail, collateral literature, website, social media, digital advertising, email marketing, promotions, and events
- Created and managed crisis communications/marketing business continuity plan. Participated in annual tabletop exercises with senior management team
- Researched and created purpose-driven hybrid work model that was successfully implemented and managed
- Engaged with community leaders on numerous charitable, growth, and improvement projects including expanding business association and developing and launching financial literacy and homebuyer programming

Fractional Marketing Executive/Consultant, Eckert Marketing – 1994-Present

Developed analysis and planning tool to lead business owners and management teams through planning, transition, crisis, and implementation issues

Created and implemented scores of marketing plans and projects, managing client in-house and outsourced teams

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

Example Projects

- Led sales team through unique selling proposition training and role play to create more effective call activity
- Developed rebranding of professional services firm based on market and organization assessment. Resulted in successful repositioning and engagement with new, more profitable market
- Created marketing for new retail outlet, linking event and opening promotion to 14-month organization-wide marketing and branding plan. Process included development of rollout promotion that exceeded initial sales goals

- 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 firm. Goal to reconnect branch sales effort with marketing elements. Created accountability and analytics. Used variable data to improve results

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

Rose from Assistant Account Supervisor to Vice President

Managed employee and freelance team and successfully completed production of numerous 1000 page catalogs

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

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

Service, Leadership, Publications

Served on various committees, boards, and charitable initiatives throughout my career

Industry Association PR/Communications Committee

Local Board Veterans Charitable Group

Committee Chair, Community Development Group

Author – *Genius! Marketing and Marketing in a Downturn; published in Marketing News and numerous blogs*

Advisor, PowerLink

Judge, Business Case Competitions

President, Pittsburgh Chapter American Marketing Association

Talent, Radio/Local Cable TV

Education

Grove City College – Bachelor of Arts, Philosophy; Bachelor of Arts, Economics