

STEVE CALKINS

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SUMMARY

Is your online presence everything that you want it to be? Are your marketing efforts limited by your time, budget or expertise?

Is your organization's performance suffering as a result?

I am a seasoned media, marketing and advertising, and sales management executive who will get the results that you are looking for. I have worked with many organizations to clarify previously unidentified needs and market opportunities. I have helped develop brands and created and implemented multiple successful marketing campaigns. I have sourced area experts and coordinated marketing projects that came in under budget while vastly improving performance for my clients. And I can develop a marketing strategy for your company that will significantly improve customer awareness, consideration, and conversion.

Let's chat for 10 minutes or so to see if we're a good fit for each other. Fill out the simple contact form at www.elektramark.com, or simply give me a call at your convenience.

EXECUTIVE PROFILE

Advertising Agency Owner/Creative Director/Project and Sales Manager

Retain and Grow Customers ♦ Affordable Marketing Solutions ♦ Optimize Productivity and Efficiency

Goal-oriented and talented leader with a solid history of strategic brand development, problem solving, marketing campaign creation and execution. Proven ability to combine innovative marketing and sales strategies with process efficiencies to deliver maximum value. Recognized for ability to build, guide, coordinate, develop and sustain successful project and sales teams. At ease interfacing with and establishing and maintaining excellent relationships with c-level executives and senior management. Consistently surpasses KPIs, quotas and personal objectives. Demonstrated ability to create client loyalty above and beyond the sales relationship.

Career Highlights

- Created, coordinated, produced and implemented numerous creative and media campaigns for local businesses resulting in increased customer awareness, consideration and conversion. [Tilford, Breeze, Comcast]
- Selected as one of four managers nation-wide to pilot new digital media technology offering. Led the country in adoption of this audience data-based technology. User and management feedback resulted in product improvements still in use today. [Comcast]
- Led the market and country on development and sales team adoption of value-based selling system that resulted in superior customer results and better monetization of inventory. [Comcast]
- Created and implemented company-first customer satisfaction survey. Insights gained resulted in significant process and strategic improvements, reduced customer churn, AE performance improvements, double-digit revenue increases. [KNVA-WB, Austin]
- Created and implemented first-time nationwide in-house sales training program for new and experienced media sales executives. Many graduates of this training have gone on to c-level executive positions. [CableTime]

Areas of Expertise

- ♦ Strategic Marketing Initiatives
- ♦ Creating Strategic Alliances
- ♦ Marketing Strategy
- ♦ Consultative Selling Cycle
- ♦ Strategic Business Execution
- ♦ Brand Development

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- ♦ Business to Business Sales
 - ♦ Vertical and Horizontal Selling
 - ♦ Contract Negotiations
 - ♦ Developing Processes and Practices
 - ♦ Leading and Building Teams
 - ♦ Goal Setting
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PROFESSIONAL SUMMARY

COMCAST SPOTLIGHT

Houston, TX

Advertising sales division of the world's largest MVPD (multi-channel video programming distributor).

Sales Manager

2010 to 2019

- Led a team of 7 direct reports; responsible for annual budget of over \$11 million.
- Directed and coordinated all business-to-business prospecting and sales presentations.
- Consistently exceeded company-set budgets.
- Earned President's Club award for exceptional performance, 2016 and 2017.
- Created, developed and produced first-of-its-kind video-based lead generation and brand-building campaign.
- Selected to represent Houston (#7 market nationally) on 6 different leadership committees and groups, including New Business, Lead Generation, Value-Based Scheduling/Inventory Management, Account Executive Development and Compensation, etc.

BREEZE INTEGRATED MARKETING

Austin, TX

Full-service advertising and marketing agency.

Founding Partner, Creative Director, VP Sales

2007 to 2010

- Responsible (along with partner) for all aspects of business operations, including budgeting, goal setting, and new business acquisition/development, vendor relationships, client campaign development and execution, and more.
- Developed and delivered presentation leading to acquisition of a major hospital group client (>\$2MM annual media budget) and national fine jewelry chain (>\$2MM annual media budget) within the agency's first year.
- Recruited, staffed and managed Creative Department and multiple vendors.
- Led the agency through 3 years of unprecedented growth, going from \$0 to over \$6MM in annual billing.

THE LEE TILFORD AGENCY

Austin, TX

Leading regional full-service advertising agency.

Sr. Account Executive

2004 to 2007

- Agency liaison and account manager for the agency's number one account (Group 1 Automotive in Austin and San Antonio; 7 rooftops). Responsible for the development of strategic marketing plans, budgeting, media planning and placement, and more.
- Led successful agency effort to acquire major fine diamond jewelry account (Americus Diamond; >\$1MM annual media budget).
- Developed, produced and executed innovative "look-live" one-hour paid television program for pre-owned vehicle sales.

KEYE-CBS, AUSTIN

Austin, TX

CBS Owned & Operated television station.

Sales Manager

2001 to 2004

- Led a team of 5 direct reports; responsible for annual budget of over \$5 million.
 - Successfully recruited and trained multiple account executives.
 - Developed and executed innovative new business development programs resulting in market-leading number of station-exclusive advertisers (100% share) over the term of my tenure.
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EDUCATION, LICENSES & PROFESSIONAL DEVELOPMENT

B.F.A., Fine Arts & Education
Magna Cum Laude
University of Michigan ♦ Ann Arbor, MI

Google Ads Search Certification (2019)
Google Digital Garage Certification (2019)
Digital Marketing Training Group Certified (2019)
President's Club (Comcast Spotlight, 2016 & 2017)
Miller Heiman Professional Selling Skills (2015)
Internet Advertising Bureau Sales Certification (2014)
Academy of Marketing (2011)
AWRT Austin Local Sales Manager of the Year (2000)



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