Stephen Rust

210-473-9423 • rust.stephen@gmail.com • www.srust.me • https://linkd.in/imstephenrust

Professional Profile

Over the past 7 years, I've built my career and skill-set at the intersection of marketing, technology, design, and analysis. I've helped companies develop, execute, and optimize hundreds of successful campaigns using modern marketing tools and unique strategies that have generated hundreds of thousands of revenue.
The teams and technologies I've worked with have helped me develop a comprehensive knowledge of not only the technologies, platforms, strategies, and marketing stacks that modern campaigns leverage, but also the knowledge to create customized digital assets and workflows that successful, scalable campaigns are built on.

Experience

4C Marketplace & Conference - Austin, TX
(Jul. '16 - Present)
Email Marketing Specialist, Marketing Manager, Event Production Manager

Accomplishments & Duties - 4C Conference
- Implemented and managed the 4C Conference email marketing program which included scheduling, segmentation, and custom development for the 4C Conference resulting in $400,000+ of directly attributable revenue and annual savings of ~$60,000 in marketing expenses
- Maintained >95% deliverability while increasing open rates from 5% to 30% and click-through rates from <1% to more than 15% on average
- Coded, render-tested, authored, proofread, and deployed email campaigns using custom-coded, responsive templates
- Designed, tested, and deployed email campaigns utilizing advanced segmentation and targeting strategies, and dynamic data by leveraging Salesforce CRM
- Conducted A/B and multivariate testing on email campaigns that increased revenue, open rates, deliverability, and engagement
- Developed a custom, node-based email development framework leveraging testing & sending APIs, multi-device previews, live reloading, and custom components.
- Developed customer profiles and respective campaign strategies that generated new customers and increased existing customer retention rates
- Implemented an advanced marketing revenue attribution system using Google Analytics, Google Tag Manager, and Custom Campaigns
- Developed, deployed, and maintained the 4C Conference website

Accomplishments & Duties - 4C Marketplace
- Provided B2B marketing automation services including email marketing campaigns, lead generation campaigns, lead nurturing campaigns, automated lead delivery and segmentation to industry leading clients resulting in $2M of won projects and proposals
- Administrated a database of 40,000+ contacts including implementing protocols for data sanitation/validation, advanced segmentation, and opportunity tracking & analysis
- Created new opportunities for clients by organizing, promoting via digital marketing campaigns, and executing professional development events
- Implemented advanced reporting mechanisms in Salesforce to track contact activity, identify potential customers, market segments, and opportunities

Sage Environmental Consulting - Austin, TX
(Aug. '14 - Jul. '16)
Email Marketing Specialist & Web Developer

Accomplishments & Duties
- Managed all email marketing strategies and executions for 10+ office locations and 12 business units
- Collaborated with sales, creative, and executive teams across multiple business units to create, implement, and manage email-based customer acquisition campaigns and nurture campaigns which directly contributed to a 20% annual increase in inquiries and project proposals
- Developed, tested, and deployed modern, custom-coded responsive email templates and landing pages for use in multiple CRM, ESP, and proprietary environments
- Worked with business unit stakeholders to establish and manage strategic planning of email marketing including content calendars, messaging, KPIs, and revenue goals
- Analyzed email campaigns to monitor performance and continually optimized for conversions by leveraging segmentation strategies, A/B/Multivariate testing, and deliverability which lead to increased traffic, customer engagement, and response rates
- Oversaw the implementation, integration, and organizational onboarding of the Pardot ESP
- Developed and implemented content based, automated lead generation funnels
- Implemented prospect scoring, qualification, segmentation, and lead workflows based on email activity and browsing activity
- Developed and implemented lead capture mechanisms for legacy web properties

Skills & Expertise

Responsive Email Development, Mobile-First Email Development, Node-Based Email Development, Custom Email Design, Cross-Client Render Testing & Optimization, Dynamic Content Implementation, Email Sending Platform Setup & Integration, Marketing Automation, Email & Web Analytics, A/B & Multivariate Testing, Audience Segmentation, Front-End Web Development, Copywriting, CAN-SPAM & GDPR Compliance

Familiar Technologies & Platforms

Development: HTML5, CSS3, SCSS, JavaScript, NodeJS, PHP

Development Tools: MJML, Foundation for Emails, NPM, VS Code, React, Wordpress, Gatsby, Webpack, Gulp, Grunt, Git, Terminal, Bootstrap CSS, Material UI, Ant Design, Bulma, TailwindCSS

Platforms: Salesforce, Pardot, Autopilot, Constant Contact, Sendgrid, Mailchimp, Litmus, EmailOnAcid, Google Analytics, Google Tag Manager, Contentful, Netlify, GitHub

Certifications

Google Analytics Individual Certification View

Hubspot Email Marketing Certification View

Education

University of Texas at Austin
Bachelors of Science in Advertising (2011)

Hobbies

Concerts, pugs, paintball, web development, music production, video games, drumming, BBQ, good wine, better scotch