

STEVEN KEYES

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EXPERIENCE

Taylor Stitch

Brand Manager, 2016 – Present

- Partner with cross-functional teams and external agencies to execute brand campaigns across digital, social, physical events, packaging and printed materials
- Develop go-to-market strategy and manage all product launches, which total more than 100 per year
- Manage asset production with creative, design, engineering and photography to support product launches
- Conduct market research to assess the strength of brand messaging, product assortment, and website usability to inform changes and general optimization updates.
- Conduct competitive analysis on all brand campaigns, product launches, and promotional events

Independent Consulting

Brand Strategy, 2016 – Present

- Strategized and led asset production for Volkswagen's *I.D. Buzz* Concept Car, an electric rendition of the iconic bus
- Strategized and managed email marketing campaigns including programmatic, behavior based email flows resulting in 15,000 new emails added in less than 3 months
- Clients include: Volkswagen, Topo Designs, OMATA, and Pacific Overlander

MINI USA

Event Project Manager, 2012 - 2015

- Managed and trained a team of 30 Product Specialists to support 50 seasonal events, auto shows and pop-ups
- Worked with local sales teams to identify, develop and nurture sales leads tailored to each market
- Managed all communication between local press, dealer network, exhibit house and BMW North America

Crispin Porter + Bogusky

Strategy and Brand Analytics Intern, Summer 2012

- Solicited and analyzed data for the planning and strategy departments
- Collaborated on creative briefs for Microsoft, MetLife, and Applebees

Warren Miller Entertainment

Film Tour Project Manager, 2011 - 2012

- Planned and executed a 12 stop national film tour for "The Movement," a Sundance nominated documentary produced by non-profit arm, *Make A Hero*
- Secured film screening with the top 10 DMA markets within 3 months of release

RHB Media

Founder, 2010 - 2012

- Created and produced the nation's first behind the scenes Lacrosse documentary series
- Secured exclusive partnership with "The Lacrosse Network," one of YouTube's first live streaming channels

EDUCATION

University of Colorado

August '08 – May '11

B.S. Psychology & Neuroscience

Division 1 Lacrosse team member

Boulder Digital Arts

January '12 – June '12

I.E.P Digital Production

ADDITIONAL INFORMATION

Interests include teaching, creating products that help others, deep snow, oxford commas, open roads, and immersing myself in new cultures.