

# Stephen R. Dill

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## Senior Digital Strategy Leader

### Professional Profile

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- Pioneering digital strategist experienced at analyzing complex interactions among interface, functionality, and utilization to design successful experiences for all users.
- Knowledgeable in data management, data architecture, interface design, and steering an implementation team to build solutions for large enterprises across all industries.
- Over 30 years of consulting practice in discovery, assessment, problem solving, and presentation to C-suite decision makers to insure clarity, agreement, buy-in, and success.

### Areas of Expertise

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- Strategic Planning & Leadership
- Digital Interface Optimization
- Platform & Process Improvement
- Business Objective Refinement
- Market Demand Assessment
- Project Planning & Specification
- Transformation Road Mapping
- Productivity & Efficiency Improvement
- Performance, Change, & Innovation Management
- Team Management & Leadership
- Creative Problem Solving
- Organizational Design
- Cultural Adaptation

### Professional Experience

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#### Marketing Director, *Wheelock College*, Boston

Jun 2011 – Jun 2017

- In the role of Chief Marketing Officer, provided strategic and informative communication with leadership and community that was credited for creating a new marketing culture at the institution.
- Focused on SEO to rapidly improve search engine indexing. Combined with new social and video content, the organic search traffic to wheelock.edu was increased by 73% in 3 years.
- Engaged a premier brand agency to launch a bold brand platform design that was applied to all traditional and digital materials within 3 months. Combined with revised admissions methods, contributed to Wheelock's largest incoming class ever.
- Launched the first integrated advertising campaign in Wheelock's history, leveraging the new brand platform across Google Adwords, programmatic display, and mobile ad networks (including retargeting & look-alike targeting). This program achieved a 587% ROI in FY14-FY15; for every \$1 invested in marketing Wheelock generated \$6 in tuition revenue.
- Implemented incremental, ongoing, affordable web interface improvements, resulting in widespread approval and increased usage by internal and external audiences.
- Created a content team to publish 80+ videos a year, 200 blog posts per year, and every month add 30+ pages to the website and edit 1200 pages, while monitoring and managing over 40 social properties on virtually every social platform.
- Recruited, trained, and nurtured some of the most long-standing, highly regarded employees on campus.
- Managed \$850K annual budget with no overruns.
- Convened cross-functional team to create a mobile app to connect the entire Wheelock community – from prospective students to alumni – with personalized content building brand reputation and trust.

#### Principal Consultant, *SRD InterActive*, Sharon, MA

Jun 2003 – Jun 2011

Provided digital strategy solutions for small to medium-sized businesses across the US.

- Introduced social media as listening and communications platform for a large labor union, leveraged existing content in a new blog and drove traffic to create leads for software companies, lawyers, and service companies.
- One of the first 100,000 members of LinkedIn and early adopter of Facebook, Twitter and Pinterest as lead generation tools, often asked to speak on social media for self-promotion and lead generation.

- Consulted with ad agencies on social media strategies and management for their clients, assessing needs and creating strategies to meet them. Retained to consult with implementation teams to assure success.

**VP, Interactive Marketing, State Street Corporation, Boston Sep 1997 – Jun 2003**

- Responsible for State Street’s online strategy and building of the Interactive Marketing Department to leverage the nascent power of the Web – internally as a viable marketing communications channel, and externally to increase global brand awareness of one of the largest financial institutions in the world.
- Created the rollout strategy for the globalization of State Street’s web presence, communicated the success of market testing to senior management and international office directors to insure broad support.
- Led team of business leaders, managers and managing directors expanding global use of the website in serving State Street’s worldwide clients as first step to increase international client base.
- Managed the design, build and launch of 14 localized websites for offices on 4 continents in order to substantiate their commitment to their local target markets.
- Consulted with business units on interface design and usability testing of client-facing web-based applications, conducting three major usability tests, establishing more accurate priorities for maintenance and development efforts while increasing client satisfaction.
- Led an integrated campaign of broadcast and paid interactive ads driving traffic to the corporate and local sites, increasing awareness over 50% among sales prospects within the first month.

**Director of Consulting, Webmate Corporation, Canton, MA Feb 1996 – Apr 1997**

Server-side web development software firm founded by ex-Digital employees. Advisory board chaired by Bill Reagan, founder of LoJack.

- Managed Web development teams and was primary contact with high-profile clients such as State Street, EG&G (now Perkin Elmer), New England Journal of Medicine, Lawyers Weekly, and WCVB (the Boston ABC affiliate), increasing customer loyalty and satisfaction.
- Conducted extensive needs assessments and presented strategy and design proposals to many large, global companies needing complex Web-based functionality such as Philips, Ericsson and Singapore Airlines.

**Sales Manager, Charrette ProGraphics, Woburn, MA Jan 1993 – Sep 1995**

**Vice President, Consulting For Architects, Boston Jan 1990 – Jan 1993**

**Major, Air Defense Artillery, US Army Active Duty 1978 to 1984  
Reserves 1985 to 1996**

**Education**

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**Boston Architectural Center Architecture Sep 1985 – May 1989**

Earned enough “accredited credits” to sit for the license exam. Licensed in 1990.

**Lehigh University BA, Architecture Sep 1973 – May 1978**

**US Army Logistics School Research and Development Sep 1982**

Provided necessary training for secondary military occupational specialty (MOS) in R&D.