

# Stephen R. Dill

20 Cottage Street, Sharon MA • 339-364-1105 • srdill@me.com • stephendill.com

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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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#### **Special Assistant to the President for Marketing, Cottey College, Nevada, MO**

**Apr 2018 – Feb 2019**

- Conducted the rollout of a new brand, working with the brand agency, faculty, alumnae, and staff to fully understand it, use it, and incorporate it in collateral for enrollment and development as well as internal and external communications.
- Conducted intensive training on digital marketing concepts and methods for the leadership, faculty, staff and students – teaching classes on brand management, and email and content marketing.
- Chaired the committee to recruit, interview, and hire Cottey's first full time Executive Director of Marketing and Communications. Researched, interviewed and selected a digital agency to provide the broad-spectrum marketing necessary to increase brand awareness and enrollment.

#### **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**

**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**