

# Stephen R. Dill

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## Chief Marketing Officer

### Professional Profile

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- Pioneering higher ed digital marketing strategist experienced in all aspects of branding, lead generation, advertising, messaging, communications, and marketing automation – and now, pandemic operations.
- Recognized for team management, development, and leadership; client development and relationship management; and focused, reliable leadership under pressure.
- Over 30 years of practice in discovery, assessment, problem solving, and collaboration with C-suite decision makers to insure clarity, agreement, buy-in, and success.

### Areas of Expertise

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- Strategic Planning & Leadership
- Rapid Acclimation, Immediate Results
- Organic Search Optimization
- Platform & Process Improvement
- Organizational Design & Optimization
- Digital Marketing for Lead Generation
- Performance, Change, & Innovation Management
- Team Management & Leadership
- Creative Problem Solving
- Productivity & Efficiency Improvement

### Professional Experience

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#### President, Enrollment Growth Strategies Corp.

Apr 2018 – Present

- *Feb 2021 to present* – **Interim Sr. Dir. Marketing & Communications**, Naropa University, Boulder, CO. Manage and mentor a 5-person staff remotely, responsible for enrollment marketing and brand awareness, launched a new website, brought in a new digital agency and web developer, brought in new lead generation and social media management systems, and established a community email newsletter to increase referrals.
- *March 2021 to Dec 2021* – **Marketing Consultant to The Graduate Institute**, Bethany, CT. Advised Marketing and Admissions teams on messaging, advertising, and systems to improve enrollment and brand awareness.
- *Feb to June 2020 and Aug to Dec 2020* – **Consultant to Associate Dean of Administration and Finance**, Bouvé College of Health Sciences, Northeastern University, Boston, MA. Assessed the marketing of the College relative to brand awareness and enrollment. Created Advancement strategy to accommodate remote donor interactions during pandemic. Advised new Director of Marketing on staffing, content creation best practices, and website optimization. Returned to manage video contract, devise a new YouTube strategy, create their first annual report, decide ticket tracking software solution, recommend project management software decision, and determine and implement the best digital asset management solution.
- *Aug 2019 to July 2020* – **Interim Director of Marketing and Communications**, MassBay Community College. Fully responsible to redefine how marketing is done. Redirected digital advertising to increase brand awareness and build traffic, put in place software systems for SEO and lead generation, reapportioned and optimized advertising and media spend, trained Marketing staff and the campus on the role of marketing, assisted in hiring successor. Created messaging and new digital ad campaigns in response to sudden transition to fully-remote operations and course offerings due to COVID19. Earned Gold (Communications) and Bronze (Long-form Video) awards from NCMPR, District 1. Reported to president; member of Emergency Response Team and Cabinet.
- *Apr 2018 to Feb 2019* – **Special Assistant to the President for Marketing**, Cottey College, Nevada, MO. Tasked to create a Marketing Department, assess and hire staff, put systems in place, and assist in hiring a replacement. Brought in Salesforce consultants, hired marketing agency, and trained new staff, student workers and entire campus on proper use of marketing and brand. Reported to president, Member of President's Council. Served on search committee to select new Director.

#### Marketing Director, Wheelock College, Boston

Jun 2011 – Jun 2017

- Performed the duties of the Chief Marketing Officer.

- Focused on SEO to rapidly improve search engine indexing. Combined with new social and video content, the organic search traffic to wheelock.edu increased by 73% in 3 years.
- With little ability to increase staffing, devised, proposed, and successfully implemented a content marketing strategy that published 80+ videos a year, 200 blog posts per year, and every month added 30+ pages to the website and edited 1200 pages, while monitoring and feeding mission-relevant content to over 40 social properties on virtually every social platform.
- 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 Wheelock's first integrated advertising campaign, 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.
- Implemented incremental, ongoing, affordable web interface improvements, resulting in widespread approval (anecdotal) and increased usage by internal and external audiences (Google Analytics).
- Recruited, trained, and nurtured some of the most long-standing, highly regarded employees on campus.
- Managed \$850K annual budget with no overruns.
- Provided strategic and informative communication with leadership and community that was credited for creating a new marketing culture at the institution.

**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 using social media for self-promotion and lead generation.

**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. Managed the design, build and launch of 14 localized websites for offices on 4 continents in order to substantiate State Street's 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, documented increased 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**

**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**