

Kevin D. Stanley

24 Swan Road, Mahwah, NJ 07430, 201-788-4496, kdstanley@outlook.com

CAREER PROFILE

18+ years of account management experience in competitive markets, with a track for extending client brands through direct marketing, digital and mobile programs.

- Expertise managing business-to-consumer subscription and recurrent revenue campaigns through loyalty programs, upsells, cross-sells and integrated retail initiatives.
- Strong leadership, team building, strategic thinking and core competencies necessary to implement complex business requirements.
- Launched successful product and services for end-to-end marketing strategy and execution, including program conception, execution, and analysis.
- Proven negotiator, media buying and executor of strategic alliances and partnerships.

MAJOR COMPETENCIES

- Integrated Marketing
- Customer Acquisition/Retention
- Strategic Partnerships
- Media Buying/Negotiation
- Strategic Planning
- Subscription Marketing
- Loyalty Programs
- Digital/Print Marketing
- Creative Development
- Account Management
- Team Leadership
- B2C/B2B Marketing
- Marketing Communications
- Business Development
- Lifestyle Marketing

PROFESSIONAL EXPERIENCE

CONVERGE DIRECT/MEDIA RESOURCE GROUP, New York, NY

2004-Present

Director/Vice President

Progressed through series of account management positions at direct marketing/affinity marketing/media planning company. Lead subscription-based consumer marketing initiatives through direct mail, digital, social media, mobile, retail and loyalty rewards programs. Conduct creative asset development and localization, production and implementation across radio, digital/social and print. Negotiate contracts for \$4 million in subscriptions annually including exclusive clients. Manage a staff of four. Partner with internal buying groups. Directly involved in top tier clients media buying and vendor relationships.

Highlights:

- Managed relationships with 80 small to medium and 12 large national accounts during tenure.
- Negotiated placement for Hartford Insurance into a performance based media program that grew 280% from 2014 to 2015: \$375K in billings in 2014 and \$1.433 million in billings in 2015.
- Oversee Globe Life media buying with a budget of over \$2 million annually and co-created Globe Life shared mail coop (2014).
- Launched the Nationstar Mortgage Statement Insert Program (2013) targeting homeowners.
- Managed DirecTV Satellite partnership with Automobile Association of America (AAA) (45 clubs nationwide) since 2010 which grew from \$3.6 million in 2010 to \$10.7 million in 2015
Orchestrated customized mailings based upon zip code optimization through set-up of an extensive internal database.
- Recruited from Media Solution Services to Media Resource Group (client) to launch a credit card division (major financial institutions) as the 11th employee with rapidly growing company (2004).
- Spearheaded new business development, generating the following new accounts: 3 Day Blinds, Charming Charlie (print and mobile marketing), Empire Flooring, Enova Financial-CashNet USA, Holsted Jewelry, PetareRx, and ScriptRelief. Travel to industry events and trade shows.
- Consulted with clients new to direct to consumer channel.
- Brought in the following billable corporate commissions from 2012 to 2015:

• 2015	• \$738,775.09
• 2014	• \$567,841.70
• 2013	• \$496,207.16
• 2012	• \$449,117.23

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MEDIA SOLUTION SERVICES, New York, NY

1999-2004

Director of Media Sales

- Managed Media Sales Department which grew 15% the first year to generate over \$8 million in revenue.
- Prepared and re-forecasted divisions annual budget.
- Supported department to create and implement member based enhancement revenue streams for the world's largest financial service marketers.
- Directed client marketing campaigns to identify opportunities that would maximize response while increasing their advertising spends.
- Monitored the workflow between the Media Sales Department and other internal departments to increase efficiency and maintain quality controls.

Senior Account Executive

- Managed existing accounts and developed new client relationships that generated over \$1 million in revenue.

Account Executive

- Acquired new clients and increased existing business by selling alternative media programs which resulted in over \$400K in revenue the first year.

SYNAPSE GROUP INC., Stamford, CT

1998-1999

Fulfillment Supervisor

- Directed day-to-day operations of four fulfillment houses which consisted of auditing, imaging, and mailing over 500,000 units of merchandising weekly.

EDUCATION

FAIRFIELD UNIVERSITY, FAIRFIELD, CT
Bachelor of Science, Major: Marketing, Minor: Finance

COMPUTER SKILLS

- Strong working knowledge of Microsoft Word, Excel, and PowerPoint