

Jefferson M. Stovall / www.JeffersonMStovall.com

Digital Marketing Manager, Enterprise & Education

Rosetta Stone | Arlington, VA | October 2013-Present

Rosetta Stone is one of the leading language learning companies in the world, helping users become proficient in more than 24 languages. With a focus on the Enterprise and Education marketplace, I work with managers in the education and enterprise verticals to develop and implement B2B online marketing strategies. In addition, I ensure multiple, simultaneous cross-team projects are managed and delivered on time.

- Establish and manage the Enterprise & Education team's online marketing strategy across global digital properties to maximize lead generation
- Deliver multiple projects, such as the 2014 web rebranding project, which saw new or redesigned websites launch in 13 worldwide markets
- Increase the team's capabilities through best practices, training and documentation
- Closely collaborate with teams across the organization to ensure both programmatic and technical projects are executed

Manager, Operations

Seabourne Consulting | Washington, DC | August 2011-March 2013

Seabourne is a rapidly growing technology consulting startup delivering multiple projects simultaneously to high-profile clients. I ensured the successful day-to-day operation of the business, building internal infrastructure and working with clients to develop solutions to technology challenges.

- Served as project manager for a portfolio of clients valued at \$2m, managing daily operations while monitoring the overall status of each project and aligning client, contractor and employee goals
- Supported rapid growth of organization by creating processes and reporting that evaluated capacity, efficiency and health of projects and making staffing and personnel decisions through daily management of cash-flow forecasts, budget and project estimates
- Worked with team leaders to develop a culture of communication while leading HR efforts through recruitment, implementation of the company's first group health plan and opening of a second office; worked with clients to understand and evaluate organizational technology challenges and design solutions

Online Marketing Manager

ESI International | Arlington, VA | March 2010-August 2011

ESI International offers professional training around the world. Managing online marketing efforts meant being a technology champion by leading cross-functional teams, developing web outreach programs, architecting solutions, leading organizational trainings and advising decision makers.

- Managed daily operations of web-based marketing efforts for domestic and global partners, ensuring best practices were followed and the availability of training on systems and analytics, increasing revenue from marketing efforts
- Led cross-functional teams in the launch and testing of a new website and content management system for the North America region, followed by similar efforts with offices in other global regions, ensuring all stakeholders were fully trained to use the new system
- Facilitated face-to-face meetings with staff from all levels of the organization to form consensus at major decisions points, prioritize technology needs and confirm solutions, manage internal and external development teams through delivery of those solutions

Contact Me

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Education

- ➔ Florida State University
MFA, Theatre Management
- ➔ University of Evansville
BS, Theatre Management

More Information

- ➔ Expanded organization profiles and job descriptions available at www.JeffersonMStovall.com/career.

References

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Client Service Manager

TIG Global | Chevy Chase, MD | June 2008-March 2010

Micros eCommerce (formerly TIG Global) is a digital marketing and e-commerce technology provider for the hospitality and retail industries. While at TIG, I provided online marketing and web development expertise and demonstrated revenue return on an online presence.

- Launched multiple hotel/resort property websites, working with new clients from discovery to launch and liaising with project management and development teams, resulting in a portfolio of 15 hotel clients driving \$500,000 to \$1m in monthly revenue
- Analyzed and optimized property revenue performance as it related to website, SEO and broadcast email strategies, communicating results and strategy to regional revenue, brand and general managers

Account Manager

Riester/IWS | Washington, DC | September 2007-June 2008

RIESTER (formerly RIESTER/IWS) is a branding and digital advertising firm focused on providing a variety of clients with a powerful online presence. My responsibilities included creating interactive media strategies, new business proposals and managing website build workflow.

- Oversaw planning and implementation of website content and design, ensuring relevancy to clients' industries and business needs, while working with design and development teams to drive concepting and development of websites
- Championed client needs to internal teams, working with colleagues to ensure resource availability and update senior management on account opportunities and challenges

Administrative Coordinator

The Kennedy Center | Washington, DC | May 2005-September 2007

My tenure at the Kennedy Center spanned two positions; in the first, I was responsible for managing the lifecycle of foundation grant applications, and in the second, I worked beside the Vice President of Development in managing the activities of the Development Department.

- Acted as office manager for 50-person department, prioritizing and scheduling meetings, phone calls and other requests for Vice President of Development and other staff, developing positive relationships with donors of all levels
- Wrote and assembled grants and funding applications for amounts ranging from \$5,000 to \$250,000 while managing relationships with donor organizations and ensuring timely communication

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