

Stephen Rosen

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Director of Strategy, Marketing & Revenue

Summary

- An entrepreneurial, innovative Executive with extensive experience in Sales, Marketing, and Revenue Growth. A transformational leader with proven track record in evaluating existing operations to identify inefficiencies, redundancies, and risks, innovating process improvements to optimize workflow, maintain internal controls, and drive growth.

Qualifications Summary

- Provide guidance, leadership, motivation, and training to cross-functional teams to foster cohesive operations, cultivate mutual goal-sharing, and motivate performance improvement through professional development.
- Develop and implement relevant, innovative, and compelling marketing campaigns to enhance new business development, market penetration, and revenue generation.
- Forge partnerships with key stakeholders and industry leaders to identify and secure key opportunities.
- Leader of people & strategy | Manager of implementation & execution | Analyst of numbers & processes.
- Exceptionally talented at copywriting & message design, presentation creation, and public speaking.

Career Experience

The Villages® Media Group, The Villages, FL **Sept 2021 - Present**
Director, Electronic Media & Marketing Operations

Full general management of The Villages® Radio and TV station along with contributions to membership/circulation marketing. Twenty-seven direct reports including Sales, Engineering, Programming, Production, and Scheduling Management.

- Increased division revenue 27% YoY while increasing product engagement by 50%.

Central Oregon Media Group, Bend, OR **Jul 2020 – July 2021**
Director of Revenue

Administer a \$3.25M advertising revenue budget, participating in a six-person executive management team to ensure adherence to overarching strategies and direction. Lead a team of 12 in sales and revenue management.

- Consistently meet and exceed KPIs, including revenue goals for eight consecutive months, during the COVID-19 State-mandated shutdown.

Adams Publishing Group, Klamath Falls, OR **Sep 2018 – May 2020**
Director of Revenue & Business Operations

Maintained full P&L responsibility for \$3.2M, focusing on operations, sales, and performance metrics. Directed production, subscription, business office, and advertising operations within the existing structure.

- Appointed Team Chair for corporate training initiative, creating and delivering a series of 40+ videos for use, nationwide.

M. Roberts Media, East & South Texas **Nov 2016 – Sep 2018**
Corporate Marketing Director

Spearheaded company and product branding, including event management.

- Coordinated and executed a show that included 10 regional, national, and international acts, managing strategic planning, promotion, contract negotiation, P&L, and talent booking.
- Innovated subscription incentives and membership/rewards programs.
- Rolled-out advertiser & sponsor-based activity through non-traditional revenue opportunities and strategies.

Erie Times - News, Erie, PA
Local Sales & Events Manager

Jan 2013 – Oct 2015

Cultivated clients and sales through calls, collaborating with staff teams on proposals, creating approaches and advertising messages, and managing new revenue-generating events.

- Created and deployed 26 weekly training programs for 35+ employees.
- Synthesized various components of event management, including talent management, venue selection, logistics, and ticket sales.

Erie Federal Credit Union, Erie, PA
Chief Marketing Officer

Jul 2011 – Jan 2013

Delivered executive-level leadership to internal teams, cultivating marketing strategies, campaigns, and operations.

- Developed engaging community event strategies, growing top of the mind awareness by 20% within six months.
- Met and exceeded all KPIs, achieving multi-million dollar growth in mortgage products and volume.
- Generated double digit percentage increase in merchant direct loans.

Previous positions include Global Marketing Director and Director of Utility Products Division for Geometrics, Chief Executive Officer for Domino Effect Consulting.

Education

Master of Business Administration
Kennedy Western University

Bachelor of Science in Communication
Clarion University of Pennsylvania

Six Sigma Quality Green Belt
Villanova University

Community Interaction

Performing Arts Center/Theater, Board Member, Klamath Falls, OR

Mid Coast Family Services, Vice President, Board of Directors, Victoria, TX

Crime Victim Center Erie County, Chairman, Board of Directors, Erie, PA

Erie Advertising Club (American Advertising Federation), President, Board of Directors, Erie, PA