

Dustin Steller

MARKETING GURU
CREATIVE INNOVATOR

Lee's Summit, Missouri
816.739.5006 • dustin@mavco.co

[in](#) [ig](#) [tw](#) @dustinsteller

Snapshot

Dustin is a driven creative director with marketing experience who passionately excels while empowering others to produce stunning and effective work. After more than 20 years in the creative field, Dustin brings talent and proven experience through web & print design, branding, interactive marketing, and sales across multiple markets and verticals.

He is adept at visual and data-driven problem solving, and is able to maintain both a big picture perspective while keeping a keen understanding of the details. Dustin truly enjoys consulting with organizations to find and improve revenue streams and expanding reach and impact.

Dustin grew up on a farm, instilling him with gumption and not averse to hard work. Additionally, here are some ways to describe him: Emmy award-winning creative work. Energetic entrepreneurial spirit. Effective business owner. Communicator. Driven and spirited. Ongoing learner. Embraces evolving methods. Enjoys making the complicated simple to solve challenges.

He enjoys volunteering in Lee's Summit with his wife and daughters, is a voracious reader, and has been successfully bribed by pizza. The highest priority in his life is to impact his wife, two daughters, and his community in a positive way.

Seeking a creative home and available for contract work. House-broken. Plays well with others.

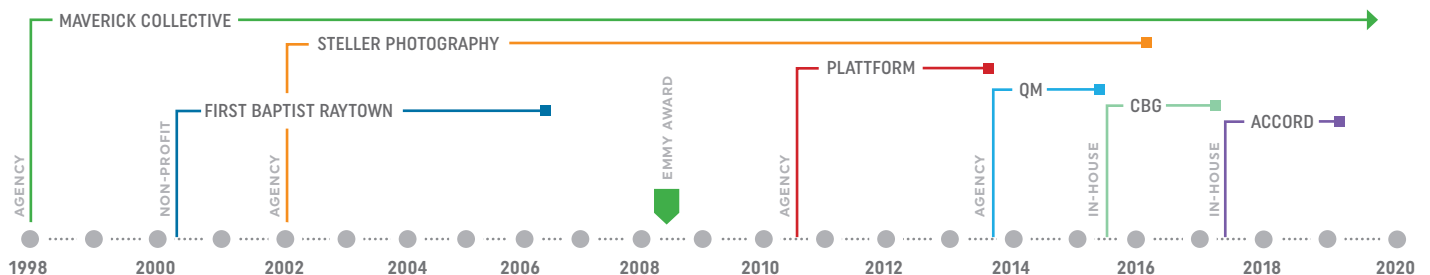
Tools, Skills & Experience

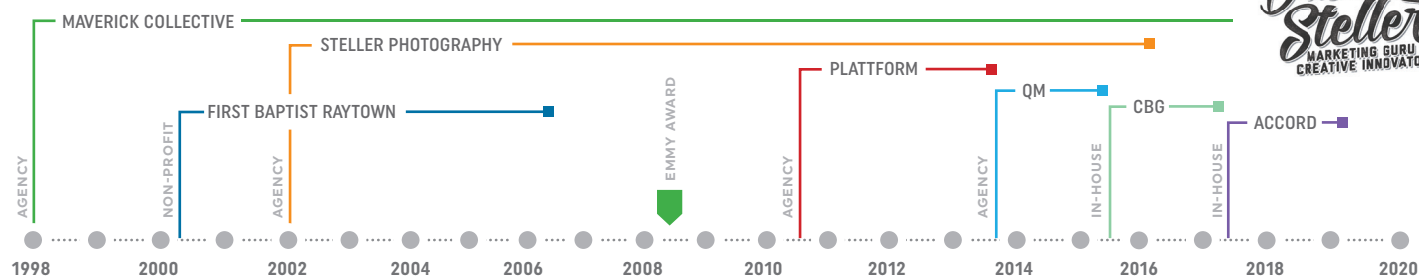
Creative Direction
UI/UX Web Design
Brand Development
InDesign & Illustrator
Photoshop & Lightroom
Design for Digital & Print
Concept & Vision Casting
Pitches, Proposals & Sales
Overall Strategy & Direction
HubSpot & Inbound Certified
Inbound & Content Marketing
Developing & Leading Teams
Search Engine Optimization
Presentations & Training
Lead-Gen & Conversion
Marketing Strategy
Google Analytics
Photography
Office Antics

Client List Highlights

Disney
Nickelodeon
Fox Studios
Dreamworks
Warner Bros.
Park University
Harley-Davidson
Universal Pictures
Axcet HR Solutions
Paramount/Vantage
Builders' Association
My College Options
Montreat College
Creative Asylum
Sioux Chief Mfg
Ignition LA
Tribal Mfg
Subway
Crayola
Kraft
MTV
CBS
HP

CAREER PATH — DETAILS ON PAGE 2





Maverick Collective

May 1998 – Present

Co-Owner / Chief Creative

Creative Design and Direction, Brand Development, Inbound/Digital/Traditional Marketing & Sales Strategy Development, Photography

Experience designing and creating traditional and interactive projects for many verticals including small & medium B2B & B2C; high-profile entertainment properties; venture start-ups; and higher education. Won an Emmy award for the Disney Channel in 2008. [Condensed client list overview on the Page 1.](#)

Accord Group

July 2017 – April 2019

Director of Digital Marketing

- Created a parent brand to effectively facilitate promotion of the company (containing five unique brands) for recruiting
- Actively created and directed the internal and external graphics for six company brands through 14 remote offices nationwide regarding all digital, print materials, apparel, and video
- Rebuilt the social media marketing for 6 brands and moved company-wide online reputation from 2.1 star average rating to 4.76 star average rating
- Placed company and CEO on the 2018 Inc. 5000 list, 2018 EY Entrepreneur of the Year regional finalist award, and Ingram's 2018 40 Under 40 award
- Implemented internal communications platform to provide alignment across sales teams consisting of 200+ employees across 14 field offices nationwide
- Created sub-brand to implement an automated campaign funnel to attract subcontractors and built an active contact pool of categorized subs to 850+
- Created and managed GoFundMe campaign raising \$16,800 for an employee who suffered a medical tragedy
- Implemented an applicant tracking system and process, funneling 5,447 applicants
- Created and improved hiring and on-boarding processes to more efficiently handle an 80% (119 to 203) full-time staff increase

Community Buying Group

July 2015 – June 2017

Director of Digital Marketing

- Creative director, business strategist and director of marketing
- Established marketing department by hiring key team members and utilizing quality freelancers
- Directed team in establishing measurement & analytics frameworks working with Unbounce, Act-On and Pardot with Salesforce CRM
- Redesigning the prospect and customer journey from the ground up, improving registration conversion rates by more than 35%
- Condensed 400+ disjointed landing pages and an ineffective primary website into a cohesive, singular experience
- Redesigning and automated the registration and onboarding experience
- Increased average monthly registrations from 240 per month to more than 450 per month
- Directed and established sophisticated customer segmentation in order to implement onboarding and ongoing drip campaigns through marketing automation
- Established and implemented an entirely new revenue stream, business vertical and brand called Perks for Pros

Quartermaster Marketing

Oct 2013 – June 2015

Director of Inbound Marketing

- Team leader for creation & implementation of inbound marketing, digital marketing, website and email designs
- Introduced Quartermaster to inbound methodology and generated effective campaigns from scratch
- Became Inbound Marketing certified and HubSpot certified
- Increased digital ROI for our clients through implementing effective lead generation campaigns
- Established QM as a certified HubSpot Partner Agency by leading the training, development and testing for the entire company
- Increased digital lead volume from a base of zero to over 250 leads monthly, including nurturing leads for higher close volumes
- Assisted in new business pipeline – including pitches, proposals, identifying new verticals and networking
- Senior Art Director providing direction, mentoring, critiques, training, inspiration and management of the design team
- Established working relationships with an exceptional team of outsource partners to expand our team, on an ad-hoc basis

PlattForm

Sept 2010 – Oct 2013

Senior Web Designer / Web Design Team Manager

- Team Leader for Website Design & Development and Email design
- Improved the Web Design Team's Creative Output
- Enhanced Lead Generation Campaign Outcomes through Design
- Prepared & Delivered Client Pitches and Webinars
- Created Training Courses & Taught Internal Company Workshops
- Large Scale Environmental Design

Grew the team's revenue growth by 60% year-over-year and increased margins from 65% to 92%. Redeveloped the proposal process to increase sales closes by 70%. Winner of the Synergy award in 2013 (for inciting collaboration amongst diverse teams to great effect) and served as web design's creative director resulting in multiple platinum and gold awards for website and responsive website design.

Steller Photography

2002 – 2016

Lifestyle Weddings & Portrait Photographer / iStockphoto

First Baptist Raytown

May 2000 – May 2006

Graphic Designer

Creative design and planning through over 20 departments (including: web design, large format, apparel, digital and print signage, print publications, interior design, photography)

*Please free to peruse LinkedIn for insights and recommendations.
References available upon request.*