

Dustin Steller

PROBLEM-SOLVING MARKETING CONSULTANT

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portfolio at dustinsteller.com
recommendations at [LinkedIn](#)
references available upon request

Snapshot

Veteran marketing and branding consultant and StoryBrand® Certified Guide – More than 20 years of solving problems through creative solutions and proven leadership through branding, marketing strategy, and tech automation. Increasing revenue, reach, and opportunities across B2B, B2C, and non-profit channels as a proven strategic marketing consultant who directs and produces stunning and effective work.

Growing up on a farm taught me that grit, gumption, integrity, and hard work are an important part of life. It also taught me that a job well done sometimes comes from using all the tools at hand. I have been given a gift in that both sides of my brain are in cahoots. Strategy and creativity. Analytical and whimsical. I'm known for Emmy award-winning creativity, curiosity, perpetual learning, and getting results. I lead teams with great morale to achieve great things, have an energetic entrepreneurial spirit, and embrace new challenges with calm gusto. If I don't know it, I figure it out or seek someone who does. I find joy when making complicated concepts simple and creatively solving challenging problems and working with other talented people for great purpose.

I am able to grasp and maintain big picture perspectives while keeping a vigilant eye on the details & process to maximize effectiveness and efficiencies.

I value integrity, honor, family, humility, intelligence, hard work, and a healthy work/life balance. I enjoy volunteering in my church and community, learning, reading, woodworking, the outdoors, and staying active & fit. My priority in life is to have a positive impact on my family and community to God's glory.

Available for retainer & project-based contract work. House-broken, plays well with others, & always good for a bit of levity.

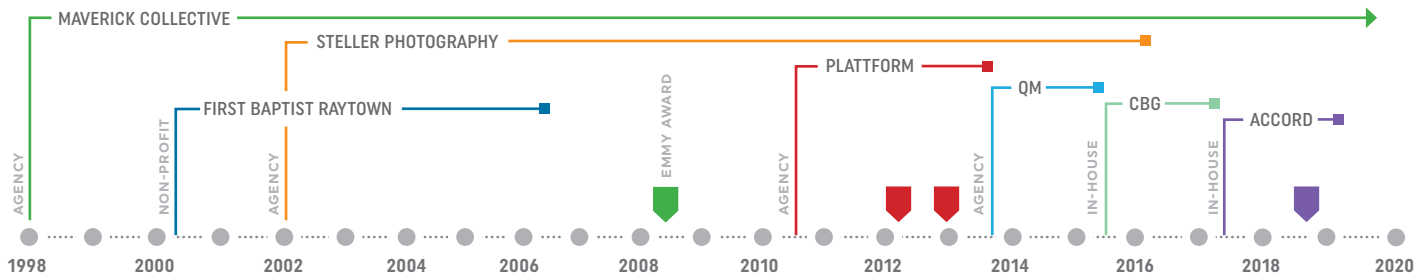
Tools, Skills & Experience

- Creative Direction
- Marketing Strategy
- Brand Development
- Marketing Processes
- Presentations & Training
- Ops/Process Automation
- Lead Generation Funnels
- Pitches, Proposals & Sales
- Data Analysis & Interpreting
- Marketing Automation Tools
- StoryBrand® Certified Guide
- Developing & Leading Teams
- Talent Acquisition & Mentoring
- HubSpot & Inbound Certified
- Salesforce & Pardot Experience
- Social & Content Strategy
- Concept & Vision Casting
- InDesign & Illustrator
- Photoshop & Sketch
- Google Analytics
- Morale Booster
- UI/UX Design
- Office Antics
- Copywriting
- App Design

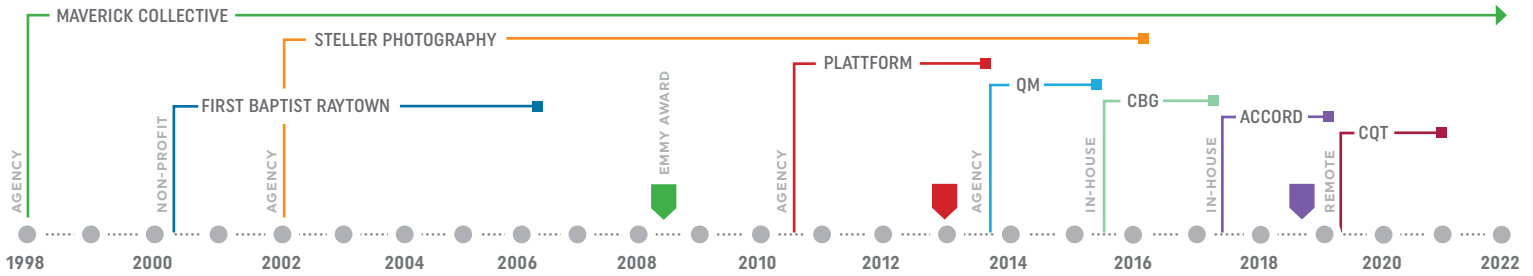
Client List Highlights

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

CAREER PATH – CAREER DETAILS ON PAGE 2



STELLER CAREER PATH



Maverick Collective May 1998 – Present

Owner / Marketing Director / Chief Maverick

Brand Development, Marketing, Creative Design and Direction, Marketing Automation, Inbound Marketing, Digital Process & Analytics, and Lead Generation

Experience solving problems through design and executing traditional and interactive projects for many verticals including small & medium B2B, B2C, and Non-profits; worldwide brands; start-ups; and small businesses. **Won Emmy award for the Disney Channel in 2008.** Partial client overview on the Page 1.

- Unbounce, Act-On, and selected/implemented Pardot with Salesforce CRM
- Redesigned 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 – trackable throughout the customer journey
- Crafted the process and automated the registration and onboarding experience
- Increased average monthly new customers from 240 per month to 450+ per month
- 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

Creative QT August 2019 – May 2021

Marketing Director

- Learned the requisite eCommerce systems and SaaS tools to direct & lead teams.
- Leading a talented remote marketing team and coordinated external vendors.
- Reimagined and executed the digital brand through the Shopify site.
- Increased conversion metrics and sales metrics for the online store.
- Directed marketing efforts to grow Shopify sales from a fledgling \$35k/year to over \$1M in 12 months.
- Assisted in staging the company for acquisition and assisted in the transition.
- Assisted in operations with owner and key partners to help improve processes.

Quartermaster Marketing Oct 2013 – June 2015

Director of Inbound Marketing

- Team leader for creation & implementation of B2B inbound marketing, digital marketing, website and email designs
- Introduced Quartermaster to inbound methodology and generated effective campaigns from scratch to create new agency revenue model
- Became Inbound Marketing certified and HubSpot certified
- 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 B2B leads monthly, including nurturing leads for higher close volumes
- Assisted in new business pipeline – including pitches, proposals, identifying new verticals and networking
- Provided direction, mentoring, critiques, training, inspiration and management of the design team

Accord Group July 2017 – April 2019

Marketing Director

- Created a singular 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, apparel, vehicles, social media, and video
- Directed marketing, brand management, and recruiting while company moved from \$27M to \$54M in year-over-year revenue and from 119 to 200+ employees
- 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
- Received awards for company & CEO by placement on the 2018 Inc. 5000 list, 2018 EY Entrepreneur of the Year regional finalist award, and Ingram's 2019 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, managed, and promoted 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

PlattForm Advertising Sept 2010 – Oct 2013

Senior Web Designer / Web Design Team Manager

- Team Leader for Website Design & Development and Email design
- Enhanced Lead Generation Campaign Outcomes through Design
- Prepared & Delivered Client Pitches and Webinars
- Created Training Courses & Taught Internal Company Workshops
- Grew the team's revenue growth by +62% year-over-year and increased margins from 65% up 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 designs & email campaigns.

Steller Photography 2002 – 2016

Lifestyle Weddings & Portrait Photographer / iStockphoto

Community Buying Group July 2015 – June 2017

Director of Digital Marketing

- Served as Creative Director, Business Strategist, and Director of Marketing
- Established marketing department by hiring key team members and utilizing quality freelancers and vendors
- Directed team in establishing measurement & analytics frameworks working with

First Baptist Raytown May 2000 – May 2006

Graphic Designer

Creative planning and design for over 20 departments through web design, large format, apparel, digital and print signage, publications, interior design, photography