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Snapshot

A passionate creative director and marketing guru who excels while empowering others – producing stunning visuals and strategically increasing bottom lines. Over 20 years experience in web & print design, branding and interactive marketing across multiple markets and verticals.

Emmy award-winning creative work. Visual and data-driven problem solver who maintains big picture perspectives while keeping a keen understanding of the details. Maintains a sharp, holistic understanding of client needs and goals. Enjoys improving revenue streams & making the complicated simple.

Energetic entrepreneurial spirit and effective business owner. Communicates well – self-driven and spirited – thriving on deadlines and multiple projects. Embraces evolving methods and enjoys utilizing unique perspectives to solve challenges.

Grew up on a farm but is just as comfortable in the city. Enjoys hand lettering, yoga, sand volleyball, is a voracious reader and has been successfully bribed by pizza. Seeking a permanent creative home. House-broken. Plays well with others.

Odds & Ends

My most embarrassing moment was captured on video and yes, it's on YouTube, as all those moments should be. Search for "Steller Blooper" if you want a good laugh at my expense.

At fifteen, my mom dropped me off everyday – at college – and I guess that was embarrassing as well, but I was too geeky to care at the time. ...for what it is worth, I am still pretty geeky.

Have you ever typed in a website incorrectly and seen the "parked domain girl" – the blonde girl with the backpack? That is a photo I took of my sister about a decade ago and put it on iStockphoto. It got snatched up and has now been seen over 400 billion times. I made about \$1.75 in royalties. Seriously.

The highest priority in my life is ability to impact my two daughters' lives in a positive way.

Tools, Skills & Experience

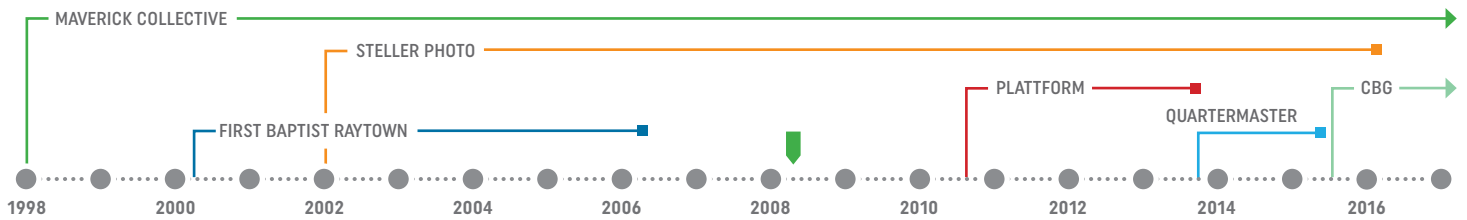
- Creative Direction
- Marketing Strategy
- Brand Development
- Lead-Gen & Conversion
- Concept & Vision Casting
- Overall Strategy & Direction
- HubSpot & Inbound Certified
- Inbound & Content Marketing
- Developing & Leading Teams
- Search Engine Optimization
- Pitches, Proposals & Sales
- Presentations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

Client List Highlights

- Disney
- Nickelodeon
- Fox Studios
- Dreamworks
- Warner Bros.
- Park University
- Harley-Davidson
- Universal Pictures
- Axctet 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

"Marketing and advertising is no longer the sum of multiple channels and blasting your message. To be successful, marketing must be an intelligent merger of data-driven messaging that engages the consumer at the right time by the right method – winning their hearts and minds through the power of creating authentic connections that will drive your bottom line."

The [Somewhat Interesting] Career Path



Community Buying Group July 2015 – Present 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 400 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 and business vertical after a pivot was required (Perks for Pros)

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.

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

Maverick Collective May 1998 – Present Owner / Chief Creative

- Creative Direction
- Brand Development
- Marketing & Sales Strategy Development
- Project-Based Concept Creation & Development
- Inbound Marketing
- Art Direction
- Design for Print, Web and Branding
- Illustration
- Photography

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

Steller Photo 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 take a look at LinkedIn for more insight.
References available upon request.