

Dustin Steller

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MARKETING DIRECTOR & CREATIVE DIRECTOR

CONSULTING / BRAND STRATEGY / MARKETING / DESIGN / WEBSITES

Snapshot

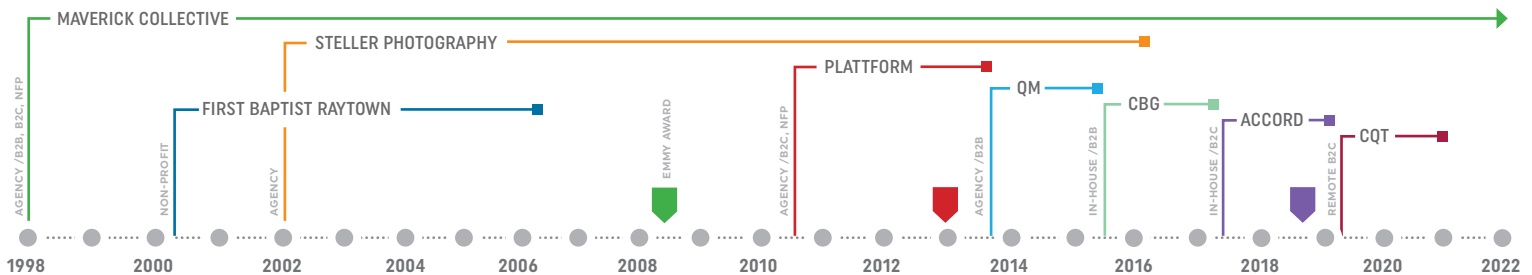
Energetic, 20+ year marketing and design veteran directing and empowering marketing and creative teams for a proven track record of award-winning results. Experience producing exceptional design and marketing with traditional and interactive projects for B2B, B2C, and non-profit clients ranging from entrepreneurial startups to established businesses to worldwide brands. Won an Emmy award for the Disney Channel in 2008.

As a problem-solver and StoryBrand Certified Guide, Dustin identifies business challenges represented through data, customer & employee experiences, and listening to others in order to produce strategies that lead to solutions. Maintains a big picture perspective while keeping a vigilant eye on the details. An analytical and strategic mind marry well

with his natural creativity to produce outside-the-box and unexpected approaches. Contagious positive energy leads teams to achieve greatness. Tireless entrepreneurial spirit embraces new challenges with calm gusto. Finds joy making complicated concepts simple and working with talented people for a greater purpose.

Dustin is curious, creates Emmy award-winning design work, is perpetually learning, and loves life. He values integrity, humility, intelligence, grit, and family. He enjoys volunteering in his community and church, portrait photography, exploring new places, all things outdoors, meeting new people, cooking, and staying actively fit & healthy. **Dustin is ready to lead your marketing and creative.**

Steller Career Path



Maverick Collective

May 1998 – Present

Owner — Chief Maverick / Consultant

Consulting, Marketing Strategy, Brand Development, Creative Design, Creative Direction, Marketing Automation, and Business Intelligence.

Solving problems through exceptional design and marketing with traditional and interactive projects for B2B, B2C, and non-profit clients ranging from entrepreneurial startups to established businesses to worldwide brands.

➔ Won Emmy award for the Disney Channel in 2008. Client list available.

Creative QT

August 2019 – May 2021

Director of Marketing / Creative Director

- Directed remote marketing team, creative team, and external vendors (8 people)
- Learned the eCommerce and marketing automation tools to direct teams
- Reimagined and executed the digital brand through the Shopify site
- Increased conversion metrics and sales metrics for the online store
- Directed marketing efforts (PPC, email, on-page conversions, and AOV+) to grow Shopify sales from a \$35k/year to over \$1M in < 12 months
- Assisted in staging the company for acquisition and assisted in the transition
- Assisted in operations with CEO and key partners to help improve processes

Accord Group

July 2017 – April 2019

Director of Marketing

- Created a singular parent brand to effectively facilitate promotion of the company (containing five unique brands) specifically for recruiting talent
- Directed marketing, brand management, and recruiting while company moved from \$27M to \$54M in year-over-year revenue and from 119 to 200+ employees
- Created new brand to implement an automated funnel to attract subcontractors and built an active contact pool of categorized 850+ candidates from nothing
- Implemented an Applicant Tracking System and process, funneling 5,447 applicants over 12 months
- Created and improved hiring and on-boarding processes to more efficiently handle an 80% (119 to 203) full-time staff increase
- Moved company-wide online reputation from average star ratings 2.1 up to 4.76
- Actively directed the internal and external graphics for six company brands through 14 remote offices nationwide regarding all digital, print, apparel, vehicles, social media, ads, and video
- Implemented internal communications platform to provide alignment and motivation and training across sales teams nationwide
- ➔ 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 Magazine 2019 40-Under-40 award

Community Buying Group

July 2015 – June 2017

Director of Digital Marketing

- Also served as Creative Director
- Oversaw marketing department, hiring & directing key team members (5 people)
- Directed team in establishing measurement & analytics frameworks working with Unbounce, Act-On, and implemented Pardot with Salesforce CRM
- Established sophisticated customer segmentation in order to implement digital onboarding through marketing automation
- Redesigned the prospect and customer experience from the ground up, improving registration conversion rates by more than 35%
- Increased traffic & new customers from 240 up to 450+ per month
- 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 / Senior Art Director

- Led creation & implementation of B2B inbound marketing & digital marketing
- Introduced company to emerging inbound marketing automation methodology
- Created new agency revenue model
- Led entire company through training, development, and testing to become a certified HubSpot Partner Agency
- Increased digital lead volume from nothing to over 25 B2B leads monthly, including nurturing leads for higher close volumes
- Provided direction, mentoring, critiques, training, inspiration and management of the design and web dev team

PlattForm Advertising

Sept 2010 – Oct 2013

Web Team Manager

- Led team of 7 for design & development of websites
- Enhanced lead generation conversion campaign outcomes
- Prepared & delivered client pitches and webinars to prospective clients
- Created and wrote training courses & taught internal company workshops
- Grew the team's revenue growth by +62% year-over-year, while also increasing margins from 65% up to 92%
- Redeveloped the proposal process to increase website sales closings 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

Owner / Photographer

First Baptist Raytown

May 2000 – May 2006

Art Director

- Producing creative for 23 departments in digital and print.