

Steve Welch

Digital Leader | Business Development | Project Management | Sales Operations | Digital Marketing | Media Production

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Authorized to work in the US for any employer

Work Experience

Senior Production Manager - Walk West - Raleigh, NC December 2017 to November 2018

Responsible for owning and streamlining the production process using internal and external resources as required, to achieve profitability and efficiency targets. Led client acquisition efforts and served as a key technical resource for the business development team in fulfilling website development/digital marketing/video production proposals and SOWs. Executed discovery for website development/digital marketing/video production projects and developed project requirements documentation. Directed Walk West internal digital marketing efforts to include content development, SEO, paid search and video production. Implemented Zendesk for client support/issue tracking and managed technical support team.

Business Development Director - TheeDesign - Raleigh, NC June 2014 to November 2017

Directed team of three Digital Solutions Consultants to increase sales revenue by 53% over three years. Led multiple departments in coordination of digital marketing efforts, creative direction and overall company strategies. Identified client business needs and developed strategic marketing initiatives for a diverse range of businesses. Refined sales processes implemented regular client satisfaction surveys (Pardot), improved statements of work and contract language to increase profitability while mitigating risks. Also served as in-house photographer for a number of client projects.

Digital Solutions Consultant - Atlantic BT - Raleigh, NC June 2013 to May 2014

Analyzed prospect's business requirements and developed strategic digital solutions that included custom web development, e-commerce and digital marketing. Strong success in closing, building and maintaining relationships with key accounts such as Cotton, Inc., American Board of Pediatrics, RelyMD and numerous local and regional SMBs.

Digital Strategy Consultant - March Interactive, LLC - Raleigh, NC September 2012 to June 2013

Developed and managed digital initiatives including design, development, content strategy, SEO, PPC management and social strategy for diverse clients. Utilized a wide-range of digital ad-tech & web-tech to produce compelling, high-performing campaigns for a wide range of SMBs.

Director of Business Development - Appian Digital, Inc. - Burlington, NC June 2007 to September 2012

Increased sales consistently over 5 years (30% YOY) with 70% customer retention. Outstanding success in establishing and managing relationships with key corporate decision-makers, establishing large-volume, high-profit accounts with corporations such as Kingsdown, Sage Software, Corn Products International, Biscuitville Restaurants, Alamance Regional Medical Center, Solstas Lab Partners and others. Focused on integrated digital marketing projects including web, SEO, PPC management, social and video production.

Co-Founder, Vice President of Operations and Creative Services - Appian Digital, Inc. - Burlington, NC April 2002 to May 2007

Founded web technology firm designed to provide both the services of a marketing agency with the technological expertise of an IT consulting group. Directed company operations, which resulted in demonstrated continued growth and no debt. Recruited, trained and managed a staff of six web consultants, designers and developers. Directly responsible for project management, traffic control, accounts payable, accounts receivable, payroll, and account management.

Established and developed relationships with major accounts, including Qualicaps, LeBleu Bottled Water, Spectrum Laboratory Network, Oscar de la Renta Personal Sleep, and numerous local and regional SMBs.

Successful exit in 2007 and remained as Director of Business Development until 2012.

Director of Creative Services - Nuklias, Inc. - Greensboro, NC August 2001 to March 2002

Managed a team of four interactive designers. Supervised all creative efforts to ensure that projects were on time, on budget and on strategy. Produced and directed a wide range of deliverables including kiosk presentations, websites, DVDs, and motion graphics projects.

Responsible for the creation and presentation of new business proposals and scoping efforts for potential clients such as Lowe's Commercial Services, Square D Company, Hendrick Auto Group, and Tribuzio Hillard.

Instrumental in planning, design and development of Microscope, a proprietary web-based project management application developed and marketed by Nuklias.

Director of Creative Services - Hughes Companies, Inc. - Graham, NC May 1997 to July 2001

Recruited and supervised a team of six interactive designers and programmers. Directed and managed multiple projects ranging from simple corporate websites to advanced custom web applications. Hands-on manager responsible for all aspects of interactive and multimedia projects, including interaction design, visual design, Flash, and video.

Responsible for all user interface design for factory-floor control and data collection systems (HMI/SCADA) using industry standard process automation software such as Wonderware, RSView and Intellution.

Designed user interfaces for custom web applications ranging from client intranets to data reporting systems.

Developed all administrator/user training materials using Doc-To-Help.

Responsible for the development of all company sales and marketing collateral including technical cut sheets, sales presentations, and trade show exhibits.

Education

BA in Communications - University of North Carolina at Greensboro - Greensboro, NC

Skills

MS Office
Salesforce, HubSpot
Basecamp, Mavenlink, Trello
Slack
Adobe CC
Adobe Premier
After Effects
Sketch
WordPress
Google Analytics
Google AdWords
MailChimp
Moz
SEO Best Practices
Zendesk
DNS Administration
Mac/PC Fluent

Certifications

Sandler Sales and Management Training - June 2010 to June 2015

Community Service

Preston Tisch Brain Tumor Center - Angels Among Us Volunteer 2012 - Present

Recognition

- Society of Financial Service Professionals · 2012 Piedmont Business Ethics Award
- Business Leader Media · 2010 Top 50 Entrepreneur Award
- Healthcare Public Relations and Marketing Society · 2010 Gold Wallie Award
- Triad Business Journal · Leading Triad Web Firms List 2005-2012
- Alamance Regional Medical Center · 2006 eHealthcare Leadership Award for Best Website
- Burlington-Alamance Homebuilders Association · STARS Award for Best HBA website
- Burlington Alamance Convention and Visitors Bureau · Gold Award for Destination Website
- ITVA · Silver Reel Award