

**Kevin Greenstein**  
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*Skilled new media professional possessing a deep understanding of Internet technologies, coupled with the ability to interface comfortably with clients and explain technical concepts in lay terms.*

- Web Development
- Business Development
- Account Management
- Vendor Partnerships
- Marketing Strategy
- Customer Acquisition
- Social Media
- Mentorship
- Product Management
- User Experience Design
- Content Management
- SEO & Analytics
- Management
- Public Relations
- Communications

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## **EXPERIENCE**

### **INDEPENDENT CONSULTANT**

**Boston, MA & New York, NY (2003-Present)**

#### **P-Solve – Digital Marketing Strategist (2014-Present)**

- Developed a web presence for P-Solve's U.S. business, implementing a responsive design to deliver a strong user experience across all platforms.
- Designed a content strategy for P-Solve to help raise its profile as a "thought leader" in institutional investment and actuarial advisement and fiduciary management, leveraging its website, email newsletter and social media presences.
- Implemented a design-forward email newsletter strategy for P-Solve, achieving a higher level of engagement with existing and prospective clients.

#### **Suffolk University –Professor of New Media (2008-2016)**

- Served as a senior lecturer (adjunct) at Suffolk University for eight years, teaching courses in the areas of new media, social media and graphic design.
- Took an active role in ensuring that students completed and absorbed all course material, and continued to be a valued resource to students after the courses were completed
- My lectures at Suffolk were consistently filled to capacity (and extensively waitlisted).
- Was presented a "student-nominated" teaching award, and have maintained contact with hundreds of them to this day.

#### **Band Letter – Director of Email Marketing (2004-2016)**

- Developed and launched a boutique marketing service firm for musicians, focusing on direct-to-fan communications (email, social media) designed to increase music and ticket sales.
- Designed a CAN/SPAM-compliant email marketing product for clients, focusing on delivering clean, brand-consistent content to their email newsletter subscribers. Developed and co-implemented strategies to help clients to increase their subscriber base.
- Managed business relationships with more than 75 musicians for over 10 years.

#### **Fullbridge – Course Developer (2015)**

- Developed the syllabus for an extensive course in Web Analytics, Web Marketing and Social Media for the Fullbridge Company, including content outlines, video scripts, reading assignments and interactive learning checks.
- Constructed course materials that taught and enhanced students' abilities to leverage web marketing (i.e. AdWords, web advertising, etc.), social media (Facebook, Twitter, LinkedIn, Instagram, etc.), SEO (search engine optimization) and web analytics (i.e. Google Analytics) to substantially improve sales and marketing performance.

#### **Airocide – Director of Digital Marketing (2012-2013)**

- Developed a digital marketing strategy (incorporating social media and email marketing) focused on increasing brand awareness and growing product sales.
- Fully implemented an e-commerce platform to sell specifically to dentists in less than two weeks.
- Led the development of a new customer-focused Airocide.com website.

#### **Pro Football Focus Fantasy – Business Development Strategist (2011-2013)**

- Aided with the development and launch of the Pro Football Focus (PFF) Fantasy brand, implementing a strategy to leverage PFF's extensive data and analysis to deliver top-tier fantasy football content.
- Led the content and design team for the PFF Fantasy magazine that was distributed across North America in 2011, 2012 and 2013.

#### **Capture – Director of Product Acceptance (2011)**

- Led the beta testing for Capture, a soon-to-launch mobile photo-sharing application.
- Implemented beta tests with college students, food bloggers, and professional musicians.
- Produced analysis detailing the product's strengths, weaknesses, and technical instabilities.

#### **New York Sun – Senior NHL Columnist (2003-2008)**

- Wrote bi-weekly columns covering the three New York area NHL teams.
- Delivered publication-ready copy and met stringent word count requirements on extremely tight deadlines.

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## **PROFESSIONAL EXPERIENCE**

#### **Inside Hockey – Editor in Chief (2002-2016)**

- Created internationally recognized online hockey magazine (monthly readership >100,000)
- Built back-end site architecture using Drupal's Content Management System (CMS) with rapid-upload editing interface. Implemented site migration to Wordpress platform to increase efficiency.
- Established partnerships and/or business relationships with numerous high-profile companies, including the NHL, HDNet, Fox Sports, XM/Sirius, Universal Music, Sony, STATS Inc., the *New York Sun*, the *Wall Street Journal*, and Getty Images.

#### **Net4Music – VP of Marketing (1999-2001)**

- Led 50+ team-members in NY, Paris, Lyon and Minneapolis.
- Implemented partnerships with EMI, BMI, Yahoo! and Coda Music.
- Member of transition team for Net4Music/Coda Music merger.
- Developed and managed online marketing plan (\$2 million annual budget).

**Yahoo! (GeoCities) –Manager, Member Acquisition** (1998-1999)

- Managed and implemented member acquisition efforts, overseeing registration increase from 2.0 to 3.5 million users.
- Member of transition team for Yahoo!/GeoCities merger.
- Managed relationships with three interactive/creative agencies (\$3 million annual budget): Wunderman Cato Johnson (WCJ), Modem Media and Luminant Worldwide.

**Citibank – AVP, Internet Acquisitions & Development** (1997-1998)

- Designed, developed, and launched Citigroup's first online credit card application, including the implementation of tracking and fulfillment technology that seamlessly integrated with existing offline marketing efforts.
- Directed the redesign of the Citigroup US Bankcards website, and managed the development and implementation of micro-sites for the Sony and Jack Nicklaus co-branded card offerings.
- Managed interactive/creative agencies (\$3 million annual budget).

**Luminant Worldwide: InterActive8** (1996-1997)

- Implemented an Account Management System to streamline communications between clients and agency, establishing new protocols at a time when digital media was in its nascent stage.
- Coordinated web content for the debut websites for AT&T, A&E TV, M&M/Mars and Purdue Pharmaceuticals. The Skittles (M&M/Mars) website leveraged their NASCAR-sponsored car/driver relationship into engaging content marketing.

**Today Media Worldwide: e-Coupons** (1994-1996)

- Recruited and supported a national client roster including Citicorp, Forbes, Time Inc., Wenner Media, NordicTrack, and Ziff-Davis. Recruited and supported 110+ local clients in Ann Arbor, MI and 75+ local clients in the Hamptons resort area (NY).
- Worked closely with editorial/design to ensure that the e-Coupons online product/service was properly presented and positioned to achieve clients' unique marketing objectives.

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## ***EDUCATION***

**Binghamton University, B.A. in Law & Society, Dean's List, 1993**

- Teaching Assistant: Law, Business & Ethics (Dr. Abisi Sharakiya, Oxford University).
- Secured a \$10,000 budget to produce Pink Floyd's *The Wall* for an audience of 2,000 students.

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## ***TECHNICAL SKILLS***

- Content Management Systems (CMS): Wordpress & Drupal
- User Experience (UX) Design/Development
- Google Analytics and Search Engine Optimization (SEO)
- Social Media (Facebook, Twitter, Instagram, Snapchat, LinkedIn, YouTube, Tumblr, etc.)
- Adobe Creative Suite (Photoshop, InDesign, Acrobat, Dreamweaver, Illustrator, Flash)
- Microsoft Office (Word, Excel, PowerPoint, Outlook)
- E-Commerce (Digital & Hard Goods)
- Email Marketing Software (CAN/SPAM Compliance)