

**Kevin Greenstein**  
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**<http://kevingreenstein.com>**

*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
  - Design Thinking
  - Customer Acquisition
  - Social Media
  - Product Management
  - User Experience Design
  - Content Management
  - SEO & Analytics
  - Management
  - Public Relations
  - Communications
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## ***EXPERIENCE***

### **Sabé – Head of Social (2017-Present)**

- Designed an innovative social media strategy for emerging alcohol brand that grows the consumer audience while also strengthening partnerships with restaurants and bars.
- Participate in branding and marketing decisions, including packaging and identity.
- Work closely with the CEO to frame and create programs to meet audience objectives.

### **River & Mercantile Group (RMG) – Head of Content Strategy (2014-Present)**

- Created a comprehensive content strategy that raised the company's profile as a thought leader in institutional investment, actuarial advisement and fiduciary management.
- Crafted a smooth customer journey across social media, web, and email, significantly increasing engagement with existing and prospective clients.

### **Band Letter – Founder (2004-Present)**

- Built a boutique marketing agency for musicians. Initial product was focused on helping independent musicians to deliver big label-quality email newsletters to fans.
- Expanded services include website development, social media and communications strategy.

### **Inside Hockey – Founder (2002-Present)**

- Founded this respected online destination for high-quality global hockey coverage on hockey at all levels (NHL, AHL, ECHL, USHL, college hockey, junior hockey, and international tournaments).
- Built and manage a team of 10 editors, 100+ writers, and 20+ photographers.
- Established partnerships with HDNet, Fox Sports, Universal Music, Sony, STATS Inc., the *New York Sun*, the *Wall Street Journal*, and Getty Images.
- Co-hosted a radio show on XM/Sirius, Sporting News Radio (Boston) and TSN 690 (Montreal).

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

- Adjunct Professor in the Department of Communication and Journalism.
- Coached students on the design and development of key marketing and branding materials, including logos, websites, and advertising campaigns.

### **Fullbridge – Consulting Professor (2015)**

- Developed the syllabus and content for a course in Web Analytics, Web Marketing and Social Media, including content outlines, video scripts, reading assignments and interactive learning checks.

#### **Airocide – Head of Content Strategy (2012-2013)**

- Produced a multi-pronged content strategy to unify Airocide's marketing efforts and increase awareness and sales, (web, SEO, blog, and social media).
- Created an ecommerce platform for Airocide's DS (Medical/Dental) product – including merchant bank integration – in under two weeks.

#### **Pro Football Focus Fantasy – Co-Creator (2011-2013)**

- Leveraged Pro Football Focus's (PFF) deep research/analysis into a top-tier fantasy offering.

#### **Capture – Head of Market Research (2011)**

- Ran the market testing program for this startup focused on crowd-sourced news photography, culminating in a product launch in November 2012 with the New York Jets.

#### **New York Sun – Hockey Journalist (2003-2008)**

- Wrote bi-weekly columns on the New York Rangers, New York Islanders, and New Jersey Devils.
- Developed Power Rankings, an effective reader engagement feature.

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

- Led 50+ person global marketing team (NY, Paris, Lyon, London and Minneapolis).
- Implemented partnerships with EMI, BMI, Yahoo!, and Coda Music.
- Developed and managed marketing plan (\$2 million annual budget).
- Transition team for Net4Music/Coda Music merger into MakeMusic.

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

- Managed GeoCities' member acquisition efforts, overseeing registration increase from 2.0 to 3.5 million users in advance of sale to Yahoo!.
- Transition team for Yahoo!/GeoCities merger.
- Managed agency relationships.

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

- Designed, developed, and launched Citigroup's first online credit card application.
- Directed the redesign of the Citigroup US Bankcards website.
- Managed interactive/creative agencies (\$3 million annual budget).

#### **Luminant Worldwide (InterActive8) – Account Manager (1996-1997)**

- Implemented account management system to manage client/agency communications.
- Coordinated web content for the debut websites for AT&T, A&E TV, M&M/Mars, etc.

#### **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) as well as 200+ small local businesses (Hamptons and Ann Arbor, MI).
- Worked closely with editorial/design to ensure that the e-Coupons product achieved clients' unique marketing objectives.

## ***EDUCATION***

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