

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
 - 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 – Chief Marketing Officer (2017-2021)

- Implemented B2C marketing campaign that yielded 15%-20% increases in product reorders.
- Implemented an innovative B2B social media campaign that yielded valuable engagement with on-premise accounts (bars and restaurants).
- Mentored and managed the salesforce to become content creators for the B2B social media campaign.
- Designed and developed a customizable product store locator (using retail distribution data) that was subsequently utilized as the call to action for the B2C marketing campaign.
- Led branding and marketing decisions, including packaging and identity.
- Worked closely with the President to frame and create programs to meet audience objectives.

River & Mercantile Group (RMG) – Head of Content Strategy (2014-2017)

- 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 (2004-2017)

- 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 (2002-2017)

- Founded this respected online destination for high-quality global hockey coverage.
- Built and managed 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).

EDUCATION

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