

STEVEN M. BISIG

Digital Marketing, PPC Specialist & Photographer

Federal Way, WA • 253-905-1693 • steven@stevenbisig.com

RESUME SUMMARY

Versatile professional with 25+ years of experience in the automotive industry and extensive expertise in digital marketing, e-commerce, and photography. Skilled in managing large-scale Google Ads campaigns, social media marketing, product launches, and content creation. Experienced in roles spanning technician, sales, customer service, accounting, and marketing, bringing a well-rounded perspective and a results-driven approach to every project. Open to opportunities both within and outside the automotive industry.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist IV

RevolutionParts, Inc — Apr 2025 – Nov 2025

- Managed 30+ Google Ads and Microsoft Ads accounts for automotive aftermarket and OEM repair parts brands.
- Launched and optimized PPC campaigns across Google and Microsoft platforms.
- Oversaw 30+ Google Merchant Center accounts.
- Researched keywords, audiences, and buyer behavior in the automotive repair market.
- Managed budgets, bid strategies, and ROI optimization.
- Developed dashboards and KPI reporting for leadership.
- Wrote high-performing ad copy for automotive audiences.
- Consulted with clients on brand strategy and broader marketing efforts.

Digital Marketing Manager (PPC) & Shopify Store Manager

Aftermarket Performance Group — Jun 2022 – Mar 2025

- Managed 14 Google Ads accounts across Jeep, truck, diesel, overland, and import verticals.
- Launched and optimized PPC campaigns across Google and Microsoft.
- Oversaw Google Merchant Center accounts for 14 e-commerce stores.
- Conducted keyword research and audience targeting.

- Managed paid media budgets, bidding, and performance.
- Developed KPI dashboards and performance insights.
- Maintained partnerships with PPC platforms and vendor co-op programs.
- Managed APG's Shopify e-commerce site in the overland market.

Marketing Director

Mule Expedition Outfitters — Oct 2020 – Mar 2022

- Created Mule's first full marketing plan and budget.
- Increased website unique visitors by 77.5% and returning visitors by 78.3%.
- Managed digital advertising, analytics, and social media performance.
- Launched email marketing with 55.8% open rates and \$25K in year-one revenue.
- Increased Shopify sales 82.4% in the first year; orders up 46.4%.
- Produced video and photo assets for campaigns and social media.
- Managed trade shows, events, and retail activations.
- Implemented creative workflow and cataloging systems.

Social Media Marketing & Content Creation

ARB 4x4 Accessories — 2013 – 2020

- Launched and managed ARB's Facebook and Instagram channels.
- Produced studio and location photography and videography.
- Created content for digital advertising and social media.
- Collaborated on major product launches.
- Supported the launch of the North American website (WordPress).
- Assisted in the creation of ARB's 2019 print catalog.
- Managed ambassadors, sponsored athletes, and digital advertising.
- Supported SEMA show preparation.

Marketing Assistant

ARB 4x4 Accessories — 2011 – 2013

- Assisted marketing operations and content creation.
- Wrote and distributed press and product releases.

- Produced assets for print and digital advertising.
- Contributed to website and catalog launches.
- Assisted with SEMA booth planning and logistics.
- Managed sponsorships and coordinated 50+ events per year.

Inside International Sales / Customer Service

ARB 4x4 Accessories — 2006 – 2010

- Supported international sales for Central & South America.
- Managed inventory for suspension product lines.
- Assisted accounting and technical departments.
- Supported vehicle builds for events and shows.
- Handled technical support and customer service calls.

Technical Support

ARB 4x4 Accessories — 2003 – 2006

- Provided technical customer support.
- Managed warranty claims and repairs.
- Outfitted company vehicles for events, including SEMA.
- Maintained warranty database systems.

EXTENDED WORK HISTORY

Contract Photographer

USA Today Sports Images / Imagn Images — 2010 – Present

- Photograph professional and collegiate sports events.
- Edit, caption, and transmit images under strict deadlines.
- Deliver content to editorial and stock photo servers via FTP.

Google Ads Manager - Freelance

Overland Vehicle Systems — Nov 2023 - Apr 2025

- Launched and managed OVS's Google Ads Account, Google Merchant Center, and product feeds.
- Within the first couple of months, grew and maintain a 10X return on ad spend