

STEVEN M BISIG

DIGITAL MARKETER

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A "jack of all trades" marketer who has done it all and some within the automotive industry. A strong background in paid digital and social media advertising on a national level, email marketing, brand growth, creative content creation, and e-commerce site development. *Core competencies include:*

Paid Digital Advertising	Marketing Campaign Development	Google Analytics
Backend E-commerce Management	Search Engine Optimization (SEO)	Email Marketing
Brand Collaborations	Social Media Advertising	Creative Content Creation

PROFESSIONAL EXPERIENCE

Digital Marketing Manager (PPC) & Shopify Store Manager, Aftermarket Performance Group — June 2022 - Present

Hired to manage APG's 14 Google and Microsoft PPC Accounts

- Manages 14 Google Ad accounts for APG's Jeep, truck, diesel, overland & import E-commerce sites.
- Launches and optimizes various PPC campaigns.
- Oversees Google Merchant accounts for APG's 10+ automotive accessory E-commerce sites.
- Researches keyword selection and audience targeting specifically to APG's target customers.
- Manages budgets and adjusts bids to gain better ROI.
- Tracks KPIs to assess performance and pinpoint issues or adjust based on trends.
- Produces reports for management (e.g. dashboards).
- Writes attractive and concise copy for adverts specific to the automotive industry.
- Develops new campaigns across multiple channels (10+ Google Ad Accounts).
- Maintain partnerships with PPC ad platforms and vendors (Digital Co-Ops).
- Stays up-to-date on PPC and SEM trends relevant to the automotive aftermarket industry.
- Manages APG's Shopify e-commerce website that focuses on the overland travel market (June 2024-Current)

Marketing Director, Mule Expedition Outfitters — October 2020 - March 2022

Hired to take Mule Expedition Outfitters from a small regional company to a nationally recognized brand.

- Created and executed Mule's first-ever marketing plan and budget with digital advertising as a focus to increase brand awareness and drive traffic to the website and retail brick-and-mortar stores.
- Increased website's unique visitors by 77.5% and returning visitors by 78.30% using Google and social media advertising.
- Managed Mule's digital advertising effort using Google Analytics and Iconosquare.
- Launched monthly email newsletter schedule with an average open rate of 55.8% and generated \$25k in sales the first year.
- Managed Mule's Shopify-based e-commerce website. Increased sales by 82.4% in the first year. Orders were up 46.4% despite supply chain issues.
- Managed and organized trade, consumer, and retail store events.
- Produced photography and videography content for digital advertising and social media channels including studio and location photography.
- Developed and implemented processes for managing creative workflow.
- Developed an internal image cataloging system using keyword and folder structure.

Social Media Marketing/Content Creation ARB 4x4 Accessories — 2013-2020

Part of a rockstar marketing team for the world's leading overland equipment manufacturer to help continue the growth of the brand in North, Central and South America.

- Launched and managed Company Facebook & Instagram page - since 2014
- Produced studio and location photography for catalog and print marketing material.
- Produced photography and videography content for digital advertising and social media channels including studio and location photography.
- Assisted in major product launches.
- Developed and implemented processes for managing creative workflow.
- Developed an internal image cataloging system using keyword and folder structure.
- Assisted international marketing team with the launch of the new North American ARB website; using Wordpress as the database platform.
- Worked with the marketing team to develop and distribute ARB's 2019 print catalog.
- Managed sponsored athletes and ambassadors.
- Assists in the preparation of the most significant aftermarket product automotive show - SEMA.
- Managed ARB digital advertising efforts.
- Managed 3rd party contract photography and videography projects

Marketing Assistant, ARB 4x4 Accessories — 2011-2013

Transferred and promoted to the marketing department because of technical product knowledge, website development, and photography skills.

- Assisted with general marketing inquiries.
- Wrote and distributed public press releases and new product releases using Indesign and Constant Contact.
- Assisted in the production of creative content for print advertisements.
- Generated content for printed and digital ads.
- Assisted marketing manager with the new website launch.
- Assisted marketing manager with catalog launch.
- Assisted marketing manager with show display/booth designs - SEMA
- Managed event sponsorships.
- Assisted in event coordination - 50+ events per year.

Inside International Sales/Customer Service, ARB 4x4 Accessories — 2006-2010

Detail and organization were recognized by upper management and was promoted out of the technical department to handle international orders and product forecasting.

- Assisted the international sales manager with inside sales and marketing - Central & South America.
- Managed warehouse inventory - suspension product line.
- Assisted the accounting department with special projects.
- Assisted the technical department with special projects such as fleet vehicle builds.
- Answered customer service calls, and offered necessary technical support.

Technical Support, ARB 4x4 Accessories — 2003-2006

- Handled retail customer service and technical support service.
- Repaired or replaced product under warranty.
- Outfitted company fleet vehicles with ARB products for significant shows such as SEMA.
- Maintained warranty database software.

EXTENDED WORK HISTORY

Contract Photographer, USA Today Sports Images, — 2010-Present

- Photographs Seattle professional and collegiate athletics.
- Photographs, edits, caption and transmit photos on strict deadlines.
- Edit and transmit photos from assignments to stock photography servers via ftp.

EDUCATION

- Puyallup High School — Diploma, 2001

SOFTWARE/APPLICATIONS

Shopify	Google Analytics	Google Ads
Mailchimp	Facebook Business	Adobe Photoshop
Instagram	Adobe Indesign	Twitter
Microsoft Office	Adobe Lightroom	YouTube
Final Cut Pro	Photo Mechanic	Smartsheet