

## Stephan Merkens

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- 18 + years interactive marketing & advertising, digital media experience including strategy and campaign development, account management and growth, financial analysis, design, development and deployment
- Successful at developing and growing relationships with clients, partners
- Ability to deliver detailed and executive level strategic analyses and financial due diligence on new media/interactive opportunities as well as design and tactical plans for capitalizing on opportunities
- Leverages deep understanding of Social Media and Mobile marketing trends to strategize and develop effective multichannel campaigns for clients
- Developed successful strategies for: lead acquisition, traffic/awareness, online sales, search (organic and paid), retention, and marketing
- Experienced in collecting, synthesizing, and leveraging primary and secondary research and search data to drive strategy, metrics and ROI
- Industry Experience: Healthcare, Financial, CPG, Telecom, Banking
- Fluent in German, Advanced French

### Professional Experience

#### **WCG, W2O Group (Twist)** | August 2012 – Present

*Southeast Office Lead / Group Director-Media and Engagement*

- Primary Media and Engagement Lead for Sanofi Pasteur, Brown Forman Companies.
- Subject matter expert on Mobile and multichannel user experience for consumer and healthcare clients
- Developing opportunities for social commerce within our current and growing client base
- Developed mobile offering and mobile strategy approach for the W2O Group of companies.
- Charged with identifying and pursuing new client opportunities in the Atlanta market and leading office growth as Southeast Lead.
- Assist with growth of WCG London office as a hub for AMEA Media and Engagement initiatives.
- Account management for growth clients (Newell Rubbermaid, EJ Gallo, Michaels craft stores, Verizon PR, Mitsubishi HVAC)

#### **Moxie Interactive** | Jan 2012 – August 2012

*Vice President, Social Strategy*

- Led the development of key social media offerings and capabilities for the Moxie Social Media Practice
- Led a team of 7 social media subject matter experts, community managers, publicists and writers who provide social strategy and Brand Channel management for all 4 primary Moxie clients (Verizon, L'Oreal, Central Garden & Pet and Georgia Pacific)
- Responsible for all new business initiatives featuring mobile, social and other new media opportunities.
- Led creation of a Social media playbook for use with potential and existing clients
- Responsible for developing and maintaining relationships with key industry platforms and social media service providers
- Active within the Microsoft Customer Advisory Group, providing leadership and recommendations for changes to key Microsoft platforms.
- Actively engaged to develop new processes at Moxie to facilitate better delivery on all digital projects across all agency disciplines.
- Developed and present innovation POVs to current and potential partners.

#### **Moxie Interactive** | May 2011 - Present

*Vice President, Client Partner Social, B2B, Product - Verizon Wireless*

- Provided daily insight and Subject Matter Expertise on Social media initiatives and go to market strategy for three business groups within Verizon managing a 7MM retainer.
- Worked with Finance team to effectively chart business forecast. Responsible for 700K additional incremental revenue in 4 months.
- Oversaw development of Input Briefs for major initiatives with Client Partner team.
- Assisted in developing and staffing a mobile strategy team within Verizon to help transform and add new agency offerings.

- Led integration and collaboration between partner agencies incorporating mobile, in store and social trends and technologies
- Developed strong client relationships within Verizon to broaden the agency's purview/stature within the client organization.
- Instituted a high level of Program management rigor to manage complex projects more effectively within the Moxie organization.

**Sapient Corporation** | September 2008 to May 2011

*Sapient Interactive is one of the largest and most innovative interactive marketing and technology agencies in the world.*

- Mobile Strategy Lead – Sapient Global Mobile/Digital Display Practice
- Represent the Sapient Global practice as Lead Mobile Strategist
- Developed mobile strategy toolkit to assist Business Development leads
- Prepared Points of View on QR code implementation and Near Field Communications technology as well as research on M-Health and mobile innovation.
- Regularly present mobile marketing and strategy perspectives with potential global clients to assist Business Development.

**Other initiatives at Sapient:**

**Mobile Strategy Lead – CIGNA**

- Engaged as Mobile Strategy and Innovation lead for CIGNA
- Developed key features and functionality recommendations based on detailed analysis of business drivers, user needs and technology constraints
- Performed detailed assessment of competitors and provided insight on upcoming trends to benefit mobile customer engagement.
- Developed comprehensive mobile strategy including device recommendations, opportunities in the mobile space, and key trends to follow
- Currently working with CIGNA to adapt recommendations globally.

**Strategy Lead – SingTel**

- Performed Detailed Comparative Assessment of Singtel's Consumer facing broadcast offerings and provided recommendations for future development
- Developed handheld app strategy and future thinking
- Worked onsite with the Singtel Idea Factory Development team to apply user experience best practices to new products
- Developed development, strategy and creative direction for Singapore's first iPad magazine reader.
- Liaised between development partners in the United States and primary project teams in Singapore

**Account Manager/ Marketing Strategist – Coca-Cola Company**

- Managed a 1.2 m budget for development of the Coke Freestyle vending system
- Acted as central point of contact between fabricators, Interface designers and Industrial design teams to complete production machines for Coke Freestyle
- Led Integrated Marketing Team (2 additional agencies (PR) and fabricators) to develop a national experiential marketing campaign for the pilot of Coca Cola Freestyle at 30 locations across the United States.
- Developed centralized YouTube Brand platform for Coke Red allowing multiple brands campaigns to be viewed through a single user interface
- Developed SMS rollout strategy for Coke Red branded campaigns in Philippines
- Project managed onboarding of global brands to a centralized CMS. Interfaced with local agencies to develop local creative assets for use within the centralized platform
- Managed project managers across multiple Coca Cola projects.

**Marketing Strategist – Merck**

- Managed a 7 person research team developing mobile strategy for Merck Pharmaceutical globally
- Developed mobile maturity models and mobile framework which allowed Merck and to properly measure its client (HCP, Patient) brand-focused mobile initiatives and adjust budgets for support of effective mobile marketing campaigns.

**Account Manager – Glacéau Vitaminwater**

- Managed a 3.3 m Budget for Global brand rollout across 13 countries.
- Oversaw a 15 person globally-distributed team developing a centralized CMS platform, social media campaigns and print execution in 15 languages.

**Equifax** | May 2003 to March 2008

*Equifax is a leading credit reporting agency and provider of consumer and business credit intelligence, portfolio management and fraud detection for business.*

**Creative Director**

Created an in house agency to manage all creative work for business units within Equifax. New creative group replaced a 4m/year retainer agreement with an outside agency of record realizing a 200% cost savings

- Responsible for hiring, training and developing a team of 5 visual designers
- Developed Creative Briefs, concepts and led resources on all creative projects
- Managed marketing campaigns and print production across all business units
- Developed Marketing Strategy for complete customer lifecycle campaigns
- Managed 1.2 m advertising budget for traditional and interactive media
- Assessed operational needs and deployed global project management system for effective Traffic management across all projects resulting in a 200% increase in campaign throughput.
- Reengineered Equifax national tradeshow experience.
- Created \$16,000 campaign that generated 4m in cross sell revenue over 4 months for Credit Marketing Division

**Director, B2B Marketing** (*Equifax Marketing Services: May 2003 – Jan 2006*)

Led a marketing team in the design and deployment of multichannel marketing programs for Equifax’ B2B List management division.

- Spearheaded effort to consolidate branding efforts across all sales groups over three years, across all media. Phased approach; final global rollout in July 2007.
- Repositioned Equifax Marketing Services as a technology leader:
  - Interactive touch screen video kiosks
  - Flash product CDs
  - Web Standard Corporate web site redesign

Formal Education

**Bachelor of Fine Arts Graphic Design** - as assessed by the University of Georgia

**Associates Degree in Radio and Television broadcasting** - Algonquin College, Ottawa, Canada

**Bachelor of Arts German / Linguistics** - Carleton University, Ottawa, Canada

Awards

**2007 Equifax Chairman’s Award** – Global Customer Conference Design

**2008 Equifax Chairman’s Award** – Global Leadership Conference Design

Speaking Engagements

2013 American Small Business Association	“Getting Started with Global and Location Based Marketing”
2013 Social Media Club of Los Angeles	“The future of location based services”
2013 Atlanta Marketing Association	“Embracing Social Commerce – a Primer for Brands”
2013 Syracuse ABERJE Program	“Trends in Social Analytics”
2013 Novartis Innovation Summit, Basel	“2013 Social Media and Consumer Engagement Trends”