


STEVEN FORCASH

DIGITAL MARKETING MANAGER & DEMAND GENERATION SPECIALIST

 **PORTFOLIO: STEVEFORCASH.COM**


PROFILE


 I work across the marketing stack to strategize for, create, execute, track & optimize campaigns.


I seamlessly jump between the creative, technical & analytical disciplines that converge on content marketing - often with an inbound approach.

I can make broad scope contributions throughout your funnel or deep dive into the areas that complement your team's existing expertise: SEO, email marketing, paid social, SEM/PPC & more.

PLATFORMS

 Adobe Creative Suite
Google Analytics
- (certified through 2019)
Search Console
Tag Manager
Google Adwords
- (certified through 2019)
Hubspot
- (certified through 2020)
Sharpspring
MOZ
SEMRush
ScreamingFrog
Mailchimp
Constant Contact
Hootsuite
HTML5, CSS3 + JS

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EXPERIENCE

+ **4S Design Studio** 2013-Present

DIGITAL MARKETING MANAGER

Managing & producing on a 4-person team through a healthy mix of integrated, multi-channel digital campaigns across a variety of B2B and B2C markets including education, finance, blockchain/fintech, health/beauty, consumer products & more.

- Content Strategy & Copywriting
- Email Marketing
- Conversion Rate Optimization
- Adwords & other SEM/PPC
- Web, UI/UX & Graphic Design
- Search Engine Optimization (SEO)
- Organic & Paid Social Media
- Marketing Automation Workflows

A FEW NUMBERS THAT TELL THE STORY:

- Have managed 47 projects from proposal to reporting over 7 years
- Delivering 3300%, rolling 12-month ROI to largest monthly retainer client: \$1.5M attributable revenue on a \$45K budget.
- +280% organic traffic increase for largest SEO client including 42% to 71% %organic traffic, avg page views from 1.35 to 3.8 and 1:18 to 3:19 avg time on site.
- YTD 2018 - Ranked 275 out of 603 newly targeted keywords on 1st page nationally
- Health Segment Email marketing: Avg 24.5% open rate, 10.6% CTR and 11.3% conversion rate
- 5.4% Facebook Ads CTR for financial services vertical (nearly 10X Industry Avg)

+ **Freelance** 2011-2013

FREELANCE DIGITAL MARKETER - SAN FRANCISCO

Managed a variety of design/dev projects from concept to completion. Naturally progressed to managing additional components of the funnel including SEO, SEM, Paid Social, Email Marketing & more.

+ **Hy-Ko Products Co** 2008-2013

DISTRICT MANAGER - PACIFIC NORTHWEST

Managed a team of 5 for this mid-sized consumer products company with a growth platform around a hardware/software platform for programming RFID "chips"

- More than doubled revenue over 6 years (\$5.1M to \$12.1M)

+ **Stanley Black & Decker** 2001 -2007

NATIONAL ACCOUNT MANAGER

2005-2007

Managed the 9 largest retailer & distribution accounts in the Southwestern U.S. for one of the most iconic brands in the industry.

- +75% - Home Depot Supply 2-year top line growth + a 4% SGM increase

TERRITORY MANAGER - N.CALIF.

2003-2005

Managed ~700 co-op and independent retailer accounts

FULFILLMENT TEAM ANALYST

2002-2003

CUSTOMER SERVICE REP (TEMP)

2001-2002