


STEVEN DE GROOTE

MARKETING | COMMUNICATIONS
GRAPHIC DESIGN | INTEGRATION

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EDUCATION

2021 - Pres **EASTERN MICHIGAN UNIVERSITY** — M.S. Integrated Marketing Communications

2012 - 2016 **EASTERN MICHIGAN UNIVERSITY** — B.S. Graphic Design | Minor in Marketing

SKILLS

Adobe Creative Suite

Advertising

Content Creation

Creative Strategic Planning

Customer Development

Customer Relationship Management

Data Analysis

Email Marketing

Google Ad Words

HTML

Microsoft Office Suite

Python

SEO/SEM

Social Media

Wordpress

INTERESTS

Chess

Golf

Table Tennis

Travel

Volunteering

WORK EXPERIENCE

DIRECTOR OF MARKETING & DIGITAL MEDIA

2023 - Pres

Koussan Law

- Managed creative development, media planning, and execution; ensuring high standards of quality and coherence
- Used Google Analytics to define the exact visitor demographic and implemented SEO, resulting in a 50% increase in web traffic
- Understand the strategic landscape by leveraging insights from market research, competitive intelligence, and others
- Managed and revamped social media marketing program, increasing followers by 115% in 30 days through interactive stories and posts with zero advertising
- Leveraged tracking data to segment target audiences to improve CTR rates, conversion, and other KPIs

PRODUCT MARKETING COORDINATOR

Contract

Pinnacle GI Partners

- Established relationships with stakeholders and board members to communicate marketing strategy which increased growth by 160%
- Led team 1:1 meetings to understand team development, set KPI's and improve team performance by 70% within first 3 months
- Managed all B2B/B2C marketing functions, including brand management, product launch, advertising, marketing collateral, and events
- Liased across 2 key partners to negotiate through new market oportunities which led to new center launches 3 different cities

MARKETING & COMMUNICATIONS SPECIALIST, GRAPHIC DESIGNER

2018 - 2022

The Guidance Center

- Design materials from concept to production for 26 different departments and programs
- Write high-engagement social media content increasing brand awareness over 225%
- Develop concepts from marketing strategies for agency campaigns, events, and operations
- Work hands-on with marketing events for community promotion
- Assisted with planning and implementing over 100 program and 12 agency events rasing over \$4 millions dollars.
- Communicate effectively in a cross-functional team and present ideas while building strong relationships with team members and external partners to best meet agency goals

MARKETING COORDINATOR & GRAPHIC DESIGNER

2017 - 2018

Hamaton Inc. North America

- Implemented the company marketing strategy into press releases, social media, and advertising
- Provided web design, page layout and established efficient content management
- Developed cohesive marketing strategies for tier-two automotive companies
- Created and designed new product packaging for domestic and international markets
- Illustrated innovative advertisements and conceptualized strategic corporate campaigns
- Designed and constructed exhibits for global automotive trade shows