



JAMES CASTLE STEVENS

MARKETING DIRECTOR | CREATIVE DIRECTOR

A passionate marketing and creative professional with over 14 years of director-level experience. I have the proven ability to quickly understand the competitive situation and needs of the market, then define and execute creative marketing strategies that increase growth, expand communication, and enhance profitability.

CONTACT

- Simi Valley, CA
- www.saturncreative.com
- jamescastlestevens@gmail.com
- (818) 219-8833

SKILLS

- Creative Direction
- Marketing Strategy
- Brand Development
- Brand Management
- Business Development
- Social Media Marketing
- Content Strategy
- Video Production

INTERESTS

- Nerd Culture
- Theatre
- Whiskey

WORK EXPERIENCE

MARCH 2022-PRESENT

Director of Marketing & Creative

A3 Visual, Los Angeles CA

A3 Visual (formerly AAA Flag & Banner) is a full-service visual solutions company offering creative, print, immersive, fabrication, and activation services for general attractions, sports, entertainment, corporate, retail, collegiate, and other nationally-known clients. www.a3visual.com

Direction of the 2022 initiative to rebrand the company from AAA Flag & Banner to A3 Visual. Direction of the 2022 initiative to grow the existing creative department into a full-blown, full-service Creative Division. Management and oversight of all marketing and creative for the company and activities within the marketing and creative departments. Oversight of the Marketing Coordinator and Sr. Graphic Designer roles and their team members. Development, management, and publication of all marketing materials. Oversight and ongoing active management of two websites and all social media channels. Oversight of ongoing client design projects. Planning and implementing promotional campaigns including B2B advertising and email campaigns. Overall responsibility for brand management and corporate identity based on management and team objectives. Monitoring and reporting on effectiveness of marketing communications and campaigns. Maintaining effective internal communications to ensure that all team members are kept informed as to the progress of each marketing initiative on a regular basis. Writing and distributing press releases in cooperation with other team members. Collaboration with internal and external clients, vendors, and partners. Manage marketing budget and campaign ROI. Attendance and participation in various industry trade shows. Software used: NetSuite, HubSpot, Zoominfo,

DECEMBER 2018-FEBRUARY 2022

Director of Operations

Diablo Sound, Pasadena CA

A sound design firm, specializing in sound design, show control, and large project management for theme parks, cruise ships, theatre, corporate, and experiential clients. www.diablosound.com

As the Director of Operations, I provided corporate oversight and am responsible for business growth.

Oversaw, researched, and implemented all marketing efforts. Oversaw, researched, and implemented new directives for business growth and prosperity. Used my analytical skills and gained experience to evaluate data—and together with the President, made operational decisions. Oversaw employee productivity, together with the President. Oversaw departmental budgets. Oversaw project quotes. Oversaw staff management, as it pertains to profitability. Oversaw department supervision, as it pertains to profitability. Developed and implemented guidelines for employee evaluations, recruitment, and promotions.



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MARKETING DIRECTOR | CREATIVE DIRECTOR

WORK EXPERIENCE (CONT'D)

MAY 2010-NOVEMBER 2018

Creative Director / Account Director

Saturn Creative, Simi Valley CA

A creative marketing agency based in Simi Valley, CA, serving all of Southern California. www.saturncreative.com

As Creative Director, I provided art direction and project management. As Account Director, I initiated, budgeted, and nurtured all client relations.

Conceived and designed web projects as the principal web/interactive designer. Led all client brand development and campaigns. Executed outside clients' marketing and corporate identity strategies, as well as reinforced our own in-house brand. Managed and coordinated all design projects (web, print, photography and video) with independent design and production contractors. Met with potential and existing clients as Account Director. Developed all project quotes for clients, based upon project specifications. Presented design comprehensives (art boards and digital) to clients in an informative and engaging manner. Led all agency-developed video and animation production. Directed and created print advertising designs, such as magazine ads, direct mailers, and identity collateral. Contributed copywriting for client and in-house ads, and wrote scripts for production. Directed all video projects (commercials, industrials).

FEBRUARY 2016-JUNE 2017

Senior Director of Marketing

Casting Networks International, Los Angeles CA

Casting Networks International ("CNI") is used daily by agents and casting directors to cast actors and models for commercials, television shows, movies, music videos and more, the Company's software offers tools for communication, scheduling, career development, and talent scouting. Headquartered in Los Angeles, the Company also operates in all major U.S. casting markets, as well as the UK, Australia, France, Spain, South Africa and Mexico. www.castingnetworks.com

Reporting to the CEO, responsible for developing and executing a clearly defined marketing and communications strategy to support significant business growth and enhance brand equity and awareness. Responsible for planning, organizing, staffing, training, and managing all marketing functions to achieve the Company's objectives of sales, growth, profitability and visibility, while ensuring a consistent marketing message and position aligned with the corporate direction.

Designed, implemented and managed timely and effective marketing tactics and programs. Developed and met benchmark criteria (KPIs) to measure the efficiency and effectiveness of marketing programs and achieve targeted results. Partnered with Sales to develop quality lead generation programs and market development initiatives, to drive customer acquisition growth and build systems and controls to ensure that these goals were met. Led and managed all aspects of the marketing mix, including branding, content and inbound marketing, website design, creative, public relations, social media, events, promotions, and collateral materials. Communicated convincingly to all audiences the Company's positioning and differentiated messaging that underpin its market-leading offer. Ensured customer requirements and product feedback were fully understood in order to guide product development and feature enhancements. Identified, interpreted and capitalized on marketing trends.

Primary platforms used: Hubspot and Wordpress.

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SOFTWARE

- Photoshop
- Illustrator
- Google Suite
- Microsoft Suite
- iWork Suite
- Premiere Pro
- Final Cut Pro
- Audition
- Avid Media Composer
- After Effects

EDUCATION

1987, B.F.A. in Acting
City University of New York /
Brooklyn College

[.../in/jamescastlestevens](https://www.linkedin.com/in/jamescastlestevens)



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WORK EXPERIENCE (CONT'D)

FEBRUARY 2015-NOVEMBER 2015

Director of Marketing

Larry Jordan & Associates, Inc., Westlake Village CA

Larry Jordan & Associates, Inc. provides high-quality, engaging training and information covering video production and post-production for practicing professionals and students through a variety of media worldwide. The company was founded by Larry Jordan, an internationally renowned digital media analyst, producer, director, consultant and Apple-Certified trainer specializing in Apple and Adobe training.

www.larryjordan.com

Head all of marketing, communications and sales efforts for Larry Jordan & Associates, Inc. (www.larryjordan.com), Digital Production BuZZ (www.digitalproductionbuzz.com), the LJA Studios in Westlake Village CA, and NAB Show BuZZ (www.nabshowbuzz.com).

FEBRUARY 2013-JANUARY 2015

Director of Marketing

Kahn Tools, Woodland Hills CA

Kahn Tools is an online distributor that exclusively represents American made industrial products.

www.kahntools.com

Oversaw all marketing activities for the company including: communications and PR, social media, print and digital advertising, SEO, SEM and PPC, outdoor advertising, video advertising, website, creative design, video production, collateral development, trade shows, and reseller channel marketing. Managed pay-per-click (PPC) and organic campaigns to improve conversion and increase ROI, utilizing Google AdWords and Google Analytics. Mentored and managed team growth structure and evaluated performance semi-annually. Worked directly with CEO to develop appropriate marketing strategies to launch new products and services, increase brand awareness, and increase high-quality lead generation to meet annual goals. Created semi-annual marketing plans with associated budgets and estimated revenue projections. Defined marketing metrics and KPIs to measure all aspects of marketing, e.g. campaign effectiveness, ROI, and overall marketing performance. Acted as in-house Creative Director.

MARCH 2008-MAY 2010

Art Director

Weiser Creative Group, Westlake Village CA

Weiser Creative Group was an award-winning ad agency (15 Addy Awards in 2009, including one gold, eight silver and six bronze), with an in-house design team and a full-service print shop. I served as Art Director, in charge of website development, creating strategic creative campaigns for national brands and highly recognized businesses such as Amgen, BP Solar, The California Endowment, Dole, DTS, Four Seasons, and the Ronald Reagan Library.

Conceived, designed, and built web projects as the principal web/interactive designer. Managed and coordinated all design projects (web, print and video) with other in-house designers. Met with potential clients for on-boarding. Developed web and video project quotes for clients, based upon project specifications. Presented design comprehensives to clients in an informative and engaging manner. Headed all agency-developed video production. Created print advertising designs, such as magazine ads, direct mailers, and identity collateral. Aided in developing outside clients' marketing and corporate identity strategies, as well as reinforcing our own in-house brand. Contributed copywriting for client and in-house ads, and scriptwriting for video and VO production. Directed all video projects.

CONTACT



Simi Valley, CA



www.saturncreative.com



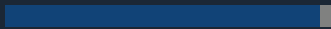
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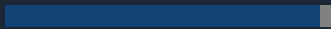
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SAAS

Wordpress



Social Media Platforms



MailChimp



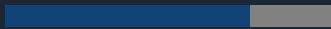
Slack



Hubspot



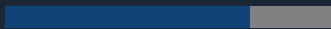
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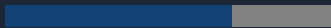
Canstant Contact



Campaign Monitor



Insightly



Google AdWords



Assembla



Salesforce



[.../in/jamescastlestevens](https://www.linkedin.com/in/jamescastlestevens)