STEVE RHOM

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Experienced Director of Marketing with a solid background in web development and marketing communications. Adept at driving brand growth, leading cross-functional teams, and crafting impactful campaigns to resonate with diverse audiences.

EXPERTISE

Marketing Strategy, Strategic Planning, Team Leadership, Budget Management, Copy Writing, Web Development (PHP, SASS, jQuery, GIT), UI/UX Design, SEO/SEM, Drupal, WordPress, HTML, CSS, Graphic Design, Adobe Creative Suite

EDUCATION

Bachelor of Arts in Journalism;
Emphasis on Advertising Communications
OKLAHOMA STATE UNIVERSITY
Stillwater, OK | 2005

LICENSES AND CERTIFICATIONS

AWS Business Professional - *March 2018*
AWS Technical Professional - *March 2018*

PERSONAL PORTFOLIO

Explore my work at
portfolio.rhomcreative.com

WORK EXPERIENCE

DIRECTOR OF MARKETING
Alert 360 | Tulsa, OK | December 2022 - Present

- Successfully elevated brand recognition and market presence for the 5th largest home security company in the US.
- Utilized strategic planning, cross-functional collaboration, and innovative campaigns to drive brand growth.
- Demonstrated leadership in steering marketing efforts that resonate with diverse audiences.
- Managed a multidisciplinary team including graphic designers, web developers, SEO/SEM and social media specialists, copywriters, and marketing managers.
- Oversight of an annual budget of almost 1 million dollars, ensuring efficient resource allocation.
- Established streamlined workflow processes to optimize creative and marketing project delivery.

SENIOR WEB DEVELOPER
Alert 360 | Tulsa, OK | November 2018 - December 2022

- Led web development using PHP, SASS, jQuery, and GIT version control for a WordPress-based marketing platform.
- Created custom functions and features, enhancing user experience and SEO.
- Contributed to brand visibility through strategic website enhancements.

FRONT-END DEVELOPER/DESIGNER
Freelance | 2004 - Present

- Developed visually appealing websites with a focus on UI/UX design and back-end functionality.
- Demonstrated versatility in delivering effective communication across diverse industries.

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WEBSITE *portfolio.rhomcreative.com*

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WORK EXPERIENCE (CONTINUED)

MARKETING MANAGER
ArdentMC - Tulsa, OK | March 2017 - November 2018
- Formulated marketing strategy for vertical expansion via trade shows, local sponsorships, and speaking engagements.
- Initiated SEO/SEM effort by crafting searchable content and managing paid search ads.
- Developed secure websites for government clients, including Department of Homeland Security, using Drupal 8 and WordPress.

FRONT-END DEVELOPER
Gateway Church - Southlake, TX | September 2013 to April 2016
- Part of a team of developers and interactive designers responsible for creating and maintaining a series of websites for the ministry.
- Responsible for implementing the UX/UI design in a stable, user-friendly platform that serves over 26,000 church members.
- LAMP is the primary development environment, and we use Drupal multi-site development for the web platform.

SENIOR WEB DEVELOPER
Brand Agent - Dallas, TX | December 2007 to September 2013
- Primary designer, programmer and key in-house contact for interactive projects.
- Collaborate with the project teams to create the project plans and budgets.
- Manage project plans and work closely with colleagues, ensuring all deliverable dates and requirements are met.

WEB MANAGER
Tulsa Community College - Tulsa, OK | April 2009 - March 2012
- Managed a Drupal-based primary school website with over 1500 pages of informative content.
- Led a team of writers, graphic designers, and IT professionals to ensure quality content creation.
- Coordinated over 100 satellite web authors, ensuring accurate and engaging content production.

CREATIVE SERVICES MANAGER - INTERACTIVE AND BROADCAST
Brothers & Company - Tulsa, OK | July 2006 to November 2007
- Serve as key in-house contact for interactive and broadcast project progress.
- Managed project plan and work closely with colleagues, ensuring all deliverable dates and requirements are met.
- Assisted IT Director in providing IT support and guidance to agency.
- Assisted with print-based production art when needed.

Feel free to connect on LinkedIn or drop me an email at steve.rhom@gmail.com

REFERENCES AVAILABLE UPON REQUEST

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