

# STEVE RHOM



Senior marketing leader and consultant with 15+ years of experience guiding brand, web, and digital strategy for growth-focused organizations. Proven ability to build trusted client relationships, translate business objectives into actionable marketing plans, and lead cross-functional teams to measurable outcomes. Background spans agency, in-house, and consulting environments.

## CORE EXPERTISE

- *Client & Account Leadership*
- *Marketing & Media Strategy*
- *Brand Positioning & Messaging*
- *Integrated Campaign Planning*
- *Budget & Profitability Management*
- *Cross-Functional Team Leadership*

## TECHNICAL KNOWLEDGE

- *Web & CMS: WordPress, Drupal*
- *Digital: SEO/SEM, Analytics*
- *Front-end foundations: HTML, CSS, PHP (working knowledge)*

## EDUCATION

### **Bachelor of Arts in Journalism;**

Emphasis on Advertising  
Communications  
OKLAHOMA STATE UNIVERSITY  
Stillwater, OK | 2005

## PERSONAL PORTFOLIO

Explore my work at  
[portfolio.rhomcreative.com](http://portfolio.rhomcreative.com)

## WORK EXPERIENCE

### **DIRECTOR OF MARKETING**

*Alert 360 | Tulsa, OK | November 2018 – December 2025*

- Led marketing strategy for the 5th largest home security company in the U.S., supporting national growth initiatives and multi-market brand consistency.
- Served as internal consultant to executive leadership on brand positioning, campaign strategy, and go-to-market planning.
- Managed and mentored a multidisciplinary team spanning creative, web, paid media, SEO/SEM, and social, aligning execution with business objectives.
- Owned annual marketing budget of ~\$1M, balancing brand investment, performance media, and operational efficiency.
- Established scalable workflows and intake processes to improve delivery speed, prioritization, and cross-team collaboration.
- Partnered with external agencies and vendors to supplement internal capabilities and deliver specialized initiatives.

### **PRINCIPAL CONSULTANT / CREATIVE DIRECTOR**

*Independent Consulting (Digital Rodeo) | 2004 – Present*

- Provide advisory and execution support for web, digital strategy, and marketing systems.
- Partner with agencies and internal teams to clarify objectives, shape messaging, and deliver web solutions that support lead generation.
- Engage on a project basis; work is non-competitive and often white-label.

### **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.

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## WORK EXPERIENCE (CONTINUED)

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### 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](mailto:steve.rhom@gmail.com)

REFERENCES AVAILABLE  
UPON REQUEST

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