

JOHANNA STEIN, PMP

MARKETING DIRECTOR & BRAND MANAGER

johannabstein@gmail.com • (505) 463-3635 • johannabstein.com

MANAGEMENT PROFILE

Fifteen-year career managing marketing campaigns that build relationships and drive value in the dynamic technology, consumer packaged goods, and retail industries. Looking to build retention and product marketing programs at scale.

Accomplished marketing director credited with building and leading high-performance cross-functional project teams. Metrics-driven marketer with a passion for using databases to create personalized lifecycle marketing to cultivate lasting relationships. Proven ability to build scalable systems that amplify impact. Self-starter comfortable working with both small scrappy organizations and complex multinational institutions with competing priorities. Thrives in dynamic work environments that foster creativity and productivity.

Owning Marketing Automation and ESP systems
Executing Promotions and Sweepstakes
Leading Strategic & Tactical Initiatives
Team Development/Deployment
Managing Multimillion-Dollar Budgets

“Big Picture” Thinker/Future-Oriented
Developing Integrated Email Marketing
Introducing New Products
Leveraging Digital Media Campaigns
Cross-Functional Collaborations

CAREER PROGRESSION

CAMPEATS, San Francisco, CA – November 2015 to the present

Founder

Founded a mission driven business with the desire to connect families to the outdoors through food. Used the agile development methodology to quickly iterate and concept test different business models – inclusive meal-kits, standalone products, and affiliate income streams. Built all channels from scratch engaging more than 25,000 consumers in the first five months without spend.

Agile Product Development

- Developed and concept tested dozens of products and defined the branding with the support of a contract graphic designer.
- Built an outdoor industry network to enable collaborations with The Outbound Collective, Trail Mavens, and TheCampKit
- Launched online marketing tests on Facebook, Pinterest, & Google Ads to define acquisition cost for CampEats users.
- Collaborated with the nature focused 501(c)(3)s the Sierra Club and HikeitBaby to use events to drive outdoor participation.

RENTPATH, INC., San Francisco, CA – January 2015 to November 2015

Director of Product Marketing

Provided marketing vision, creative direction, and branding to merchandise and optimize a portfolio of online rental listing sites including Rent.com, Apartment Guide, Rentals, and Livelovely.com. Built RentPath's Product Marketing team from the ground up transitioning two internal resources and on-boarding four new Product Marketing Managers and a Copywriter to support and grow organic site traffic more than 30% year over year.

Leadership & Strategy

- Refreshed Apartment Guide's email marketing program to a mobile first drip campaign improving percentage of leads from email by 67%.
- Supported the rebranding of Rent.com improving the home page experience to convert a 45% increase in direct traffic.
- Opened core-marketing channels to support the Beta test of the Lovely Direct small landlord Product in San Francisco.

SUNRUN INC, San Francisco, CA – January 2013 to December 2015

Head of Customer and Marketing Operations

Quickly moved from a role as an individual contributor to a member of the Marketing Leadership Team managing six customer lifecycle professionals and reporting directly to the CMO. Developed engagement-marketing strategy and led tactical execution for all emails at Sunrun. Business owner for all promotional payments specializing in creative solutions that allow for multi-channel attribution and flexible acquisition programs. Lead marketing liaison for engineering and product management - driving department priorities across product development for marketing and CRM related activities.

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Community Engagement

- Launched Sunrun's first branded community program growing the percentage of sales from referrals by 11% year over year.
- Revamped Sunrun's email marketing program by launching a monthly customer newsletter and overhauling "drip" campaigns delivering average open rates of greater than 65%.
- Executed five referral promotions with an average 2% participation rate bringing in more than \$1,300,000 in gross profit in referral sales – beating 2013 goal by more than 43%.

Marketing Automation

- Architected Sunrun's promotional payments infrastructure opening new low-cost acquisition channels, which enabled the company's first major co-marketing partnership with Nest Labs.
- Built and manage Sunrun's Lifecycle marketing team of seven who were responsible for ensuring flawless and timely execution of more than \$6,000,000 in promotional payments.
- Acted as Marketing lead on a complete overhaul of Sunrun's Salesforce.com instance to support newly acquired direct sales teams brought to Sunrun through the acquisition of REC Residential Solar.
- Activated three large-scale segmented email campaigns supporting the acquisition, on boarding, and extended lifecycle of more than 60,000 residential solar customers.

SANTA FE NATURAL TOBACCO COMPANY, Santa Fe, NM – January 2005 to March 2012

Director of Marketing Services Data

Brand Manager – Specialty Brands and Packaging

CRM Manager and Assistant Manager

Fast-track promotion through a series of roles with increasing responsibility for strategic planning, marketing and sales management, brand positioning, and client relations roles supporting SFNTC's specialty imported brand portfolio, packaging, and innovations for the company's Natural American Spirit brand. Oversight included three direct reports, 10 full-time employees, and \$20,000,000 marketing budget.

Creative Direction & Support

- Launched DUNHILL Fine Cut cigarettes with D-LOC packaging in the U.S. market, increasing sales by 26% year over year.
- Managed U.S. brand activities for three specialty tobacco brands including P&L responsibility and demand planning.
- Directed all of Natural American Spirit direct, data-driven, brand marketing initiatives, including direct mail, coupons – promotions, email, web, and direct response programs.

Project & Program Management

- Redesigned Natural American Spirit trial program - from free sample product to promotional gift certificates - increasing conversion by 40% and reducing program costs saving more than \$1,000,000.
- Collaborated with other corporate leaders to set direction for all Natural American Spirit Brand initiatives, including packaging, couponing, consumer research, database, and media strategy.

Online Marketing & Advertising

- Created the company's first email marketing program in 2004, and managed the company's first SEM buy in 2006.
- Converted Natural American Spirit website to an authenticated, age-verified environment to reduce youth access to tobacco while also better targeting adult consumers and driving conversion through SEO.

EDUCATION & CERTIFICATION

Product Master, ELOQUA CORPORATION – 2012

Project Management Professional (PMP), PROJECT MANAGEMENT INSTITUTE (PMI) – 2008

B.S. in Marketing, 3.7 GPA, TRINITY UNIVERSITY, San Antonio, TX – 2003

TECHNICAL PROFICIENCIES

CRM/Marketing Automation – Eloqua, Marketo, Salesforce, MailChimp, Microsoft Dynamics, Lyris, Google Analytics

Project Management – JIRA, Aprimo MRM, Microsoft Project, BaseCamp, Trello and Stage & Gate Methodology

Publishing – Adobe Creative Suite, WordPress, SquareSpace, Wix, Drupal, and basic HTML styling