

MATTHEW STEGEN

Chicago, IL | (630) 675-1441 | mstegen@hotmail.com | linkedin.com/in/mattstegen/ | mattstegen.com

DIGITAL MARKETING EXECUTIVE – STRATEGY AND OPERATIONS

Forward-thinking marketing leader with extensive experience leading the evolution of global programs increasing demand and digital engagement while strengthening brand positioning. Oversees the design, delivery, and optimization of audience-centric experience improvements and conversion strategies while expanding the technical capabilities of high-performance teams, exceeding customer retention and growth objectives while redefining standards for digital engagement.

CORE COMPETENCIES

Global Web Strategy and Management | Cross-functional Leadership | Multi-channel Integration

User Experience Optimization | User Analytics | Agile Delivery Methodologies

Content Personalization Strategies | C-suite Partnerships | Martech Transformation

EXECUTIVE QUALIFICATIONS

- Establishes multi-year roadmaps for enhancing user-centered experiences across owned, earned, and paid media channels, positioning brands as cutting-edge industry leaders through a hands-on, client-centric mentality.
- Owns the design and execution of complex marketing technology roadmaps, leading the end-to-end integration of advanced analytics, marketing automation, and personalization capabilities to maximize demand and online engagement.
- Aligns cross-functional stakeholders on evolving strategic initiatives, customer insights, and continuous improvement initiatives, promoting a culture of experimentation to uncover new opportunities for growth and conversion.

PROFESSIONAL EXPERIENCE

DIRECTOR / SENIOR DIRECTOR, DIGITAL PLATFORMS & CHANNELS | Avanade Inc | Chicago, IL | 2016 – 2025

Owned the continuous growth and expansion of the technology consulting firm's web presence, digital channels and platforms, leading a cross-functional team to elevate the brand across paid, owned, and earned touch points and fuel marketing-influenced revenue.

- Pivoted the company's approach to client engagement in response to the COVID-19 pandemic, championing webinar and content marketing strategies to maintain sustainable growth through a nearly 100% digital go-to-market strategy.
- Spearheaded multiple web redesigns, refreshes and replatforms, including the development an organic, personalized site experience – increased content conversion rates by 72% and empowered over 50% of Avanade target clients to download, watch and engage with 4x more pages and content.
- Evaluated and refined operational frameworks to identify opportunities for cost reduction and resource optimization – reduced translation management and publishing efforts by 53% while upholding content quality across 25 country sites.

GROUP MANAGER, DIGITAL MARKETING | Avanade Inc | Chicago, IL | 2013 – 2016

Partnered with executive leadership to evaluate and re-design the company's digital presence, technology ecosystem, and online user journeys, expanding the role to encompass digital advertising plans spanning social, display, and third-party sponsorship channels in service of a fully-integrated, modernized digital experience.

- Guided the rapid delivery of the organization's brand transformation initiative, leading the integration of a cutting-edge Martech stack and agile delivery standards to enable 15% year over year growth in marketing-qualified leads.
- Designed and integrated a best-in-class digital marketing roadmap powered by a strategy and technology ecosystem to drive better client experiences, enhance marketing effectiveness, and deliver relevant business insights.

DIRECTOR, DIGITAL MARKETING | American Bar Association | Chicago, IL | 2011 – 2013

Amplified the member engagement strategy for one of the world's largest professional membership non-profits, unifying a high-performance team under an integrated, digital-first strategic vision and enhancing the visibility and impact of its web, social media, e-mail, and e-commerce channels.

- Oversaw the design and launch of enhanced member experiences and content-driven acquisition programs, increasing engagement and traffic to the organization's website by more than 30%.

MATTHEW STEGEN

(630) 675-1441 | mstegen@hotmail.com | page 2

American Bar Association, cont...

- Spearheaded a comprehensive social media marketing strategy, growing audience size and engagement by over 500% across Facebook, Twitter, and LinkedIn.
- Broke single-day non-dues revenue records with the organization's first-ever e-commerce programs, enabling the platform's growth and expansion.
- Overhauled the Association's e-mail communications strategy – re-designed existing templates, integrated content personalization capabilities, and launched a user-facing e-mail preference center to improve the member experience.
- Positioned the department as a valuable strategic partner to internal stakeholders as a direct report to the CMO, demonstrating the value of digital marketing through best practice consulting, training, and thought leadership initiatives.

DIGITAL MARKETING LEAD – TECHNOLOGY | Accenture Ltd | Chicago, IL | 2007 – 2011

Owned the digital marketing strategy for the division's market development, lead generation, and client engagement initiatives, evaluating and optimizing a wide range of digital marketing programs to ensure alignment with larger business goals. Channels included paid search, email marketing, third-party sponsorships, microsites, and video programming.

- Partnered with cross-functional leadership and third-party agencies to design and launch cutting-edge integrated marketing strategies, influencing \$455K+ in new business and \$190M+ in web-based leads.
- Drove the integration and usage of emerging web marketing channels, including RSS feeds, blogs, and podcast content, increasing unique site visits by 14% and traffic to other web properties by over 130%.
- Uncovered technology-driven strategies for improving client engagement, delivery efficiency, and campaign impact, championing the use of interactive media, desktop widgets, community-based portals, and online video content.

SECOND VICE PRESIDENT, CORPORATE ONLINE MARKETING | Northern Trust Corp. | Chicago, IL | 2002 – 2007

Oversaw the continuous optimization of the firm's retail, institutional, and third-party websites, positioning NorthernFunds.com as one of Dalbar Inc's top 25 websites in its industry and increasing qualified site traffic by 10% through high-impact advertising initiatives. Established and led a dedicated performance marketing team, leveraging web metrics and user behavior to expand the brand's reach across paid search, email, banner advertising, and content integration solutions.

ADDITIONAL EXPERIENCE

MANAGER, ELECTRONIC MARKETING | Mesirow Financial

MARKETING SPECIALIST / ACCOUNT REPRESENTATIVE | Stein Row Mutual Funds

EDUCATION

Master of Science, E-Commerce Technology | DePaul University

Bachelor of Science, Finance | University of Illinois, Urbana-Champaign

AWARDS & RECOGNITION

Marketing Excellence Award, "Capitalizing on Marketing's New Tools & Technologies" | Momentum ITSMA

Experience Award, "Fastest Time to Market" and "Excellence in Self-Implementation" | Sitecore

THOUGHT LEADERSHIP

Featured Speaker – "Strategies to Build Customer Experiences with Impact" | Sitecore Symposium

Featured Speaker – "ROI Beyond Video Views" | Brightcove PLAY