

THOMAS R. STAHLER

Phoenix, AZ

Mobile: (224)627-0104 tom@tomstahler.com

Portfolio: tomstahler.com

MARKETING/SALES PROFESSIONAL

Award-winning writer, marketer, and salesperson with 20+ years of work experience seeking a management or director opportunity. Successfully managed staff of up to 20 people and beat established KPIs delivering, ROI in several industries including automotive, finance, consumer products, and logistics

AREAS OF EXPERTISE

- Copywriting
- Consultative Sales
- Customer Relations
- Copy Editing
- Digital Marketing
- SEO Content
- Custom Reporting
- Project Management
- Web Analytics
- Forecasting
- Public Relations
- Relationship Building
- Proposal Writer
- Sales Leadership
- Event Marketing
- Media Relations
- Website Builder
- Marketing Copy

TECHNOLOGICAL FLUENCY

WordPress, Yoast, FinalCutX, Logic Pro, Quickbooks, YouTube, Instagram, Facebook, Reddit, Google Analytics, Adobe Express, Asana, MS Office, HubSpot, Salesforce, SQL

PROFESSIONAL EXPERIENCE

(2023-Present) **Power Automeia**, Murrieta, CA:

***Publisher of** online content across 9 leading automotive digital brands.*

Editor at Large – Contract

- Create optimized and engaging content for several publications in the PAM portfolio
- Syndicate stories on social media platforms, resulting in significant reads
- Given a “carte blanche” on both op/ed and feature stories
- Grow a large following and develop new readers through a relatable style

(2022-2023) **AAA Smart Home, Tempe, AZ**

Privately held not-for-profit member association with over 60 million members in North America

Account Manager/Sales Consultant

- Generated sales greater than \$120K in first five months in B2C sales
- Consistently ranked in the top ten of 40 sales representatives
- Developed ongoing relationships with AAA members generating referrals and add-on sales
- Worked closely with management to report on consumer and market changes
- Coached and mentored peers on selling skills.

(2020-2022) **Vivid Racing, Gilbert, AZ**

Leading global online automotive performance parts distributors

Brand Manager, Armytrix and Tubi Style

- Direct and wholesale sales chain for the two top-tier exhaust systems.
- Grew 2020 and 2021 sales by 20% to over \$ 2 million per annum B2B.
- Developed marketing campaigns, forecasts, and custom reporting
- Represent the brands in the automotive aftermarket marketplace on four continents.
- Coached dealer sales staffs on product knowledge and selling skills.

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(2019-2020) The Journal: ClassicCars.com Phoenix, AZ

Award-winning online automotive magazine with over 400,000 monthly readers

Managing Editor

- Grew Classic Cars Journal readership and engagement to record levels incorporating SEO, excellent content, and building reader relations on comments and social platforms.
- Introduced Journal monetization to the Journal with numerous promotional partners, generating more than \$48,000 in never-before-seen advertising in just four months
- Wrote the highest read story in Journal history (Shadow Crash—60,000-plus reads-day one)
- Produced a podcast with a growing audience and garnered sponsors
- Developed cross-department project management, aiding customer service, marketing, AutoHunter, and Future Collector Car Show brands with special needs and results
- Managed 3 editors and 10 field reporters
- Consulted upper management on the industry and reported ongoing business

(2003 - 2019) Total Recall Media, Chicago, IL, Los Angeles, CA

Agency serving top clients with digital marketing, consultation, compelling content, events, and sales management

Managing Director/Lead Contractor

- Drove sales increases for two niche print magazines (on-site) competing with digital
- Developed an incentivized fundraising 'membership' appeal for the Riverside International Automotive Museum that raised \$Thousands. Created and edited a quarterly magazine
- Created "News In Brief" email newsletter that Constant Contact awarded for "Most Engaging"
- Conceptualized and developed vintageracecar.com, a digital companion to the print magazine. Profitable prior to launch by incorporating sponsoring B2B client "launch partners"
- Planned and executed remote event "tents" in collaboration with clients and advertisers growing both magazine subscriptions and retail sales of client products
- Composed Award-winning content for top automotive magazines
- Managed Social Media contact and analytics
- Produced 19 Episodes of *The Motorsports Journal Podcast*. Engaged Celebrity and C-Level interview subjects, created scripts and edited audio tracks. Garnered global listenership.
- Designed Product and Service Launches resulting in substantial investment and awareness
- Created SEO-friendly video, photographic and written content across OEM brand-specific websites engaging substantial audiences and enthusiasts.
- Created a "Women's Car Care Clinic" driving client awareness and community involvement

(1999-2002) DHL Express, Chicago, IL

Global leader in Logistics

Account Representative -

- Consistently led the Midwest region in sales as an Account Representative serving the Chicago Loop
- Drove a 20% increase in volume and revenue in assigned territory valued at \$600,000
- Gave sales presentations to Midwest region clients, to assist local representatives

National Account Manager

- Promoted to National Account Manager from Account Representative.
- Drove B2B 15% sales increases in a vertical market worth \$10MM
- Won several new clients and business increases to top global companies' RFPs

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(1993-1999) Midland/Mercury Finance Company, Chicago, IL

Regional Consumer credit company with over \$20,000,000 in receivables

Sales Director

- Developed a sizable dealer network greater than \$15MM in automotive finance
- Grew territory by greater than 25% in the first six months
- Initiated cooperative relationships within Midland's departments.
- Negotiated several bulk finance contract purchases, growing receivables by more than 18%.
- Developed nationwide sub-prime finance program for the Kirby Vacuum Company, results and story appeared in *The Wall Street Journal*
- Worked closely with senior management to open new lines of business, including automotive extended warranties through AON Corporation.

(1987-1993) Pinnacle Marketing, Libertyville, IL

Award-winning Sports Marketing Agency

Account Manager

- Developed existing business and drove new business in the sports marketing agency
- Represented clients including Kraft, MCI Telecommunications, Road America, The Milwaukee Mile, and Newman Haas Racing.
- Created wide-ranging content and national events to bolster brands including the North American Soccer League's Tang® Cup, The Crystal Light® Million Dollar Hole-in-One Contest.
- Managed Logistics, personnel, and on-site promotion for all remote events.
- Played a key role as Press Officer for Road America and the PGA MCI Illinois Open.

EDUCATION

Benedictine University, Bachelor of Arts, Journalism, Minor Studies in History & Art

Lake Forest Graduate School of Management, MBA Course Credits, Marketing

Continuing Education, Completing certificate programs in Digital Marketing, SEO/SEM

AWARDS

2011 Motor Press Guild Dean Batchelor Award, Winner, Best Article

2013 International Automotive Media Association, Gold Medallion

2012 Motor Press Guild Dean Batchelor Award Finalist, Best Article

1999 President's Plus Club for Sales

2000 Multiple Top Monthly and Quarterly Sales awards