

# Thomas Stahler

Marketing/Sales Professional  
Phoenix, Arizona, United States

(224)627-0104

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Portfolio: [tomstahler.com](http://tomstahler.com)

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Sales and Marketing professional with a proven track record of success in managing teams and delivering results. Strong leadership skills, analytical thinking, rapport building, and creativity make me a valuable asset to any organization.

Seeking a sales, marketing, or management role to leverage my expertise, developed from utilizing my skillsets in a variety of industries, contributing to the success of the company.

## **Accomplishments**

- Led sales teams up to 15 employees
- Composed Award-winning, written, photographic, and video content for top automotive magazines
- Doubled readership and engagement to record levels in new media incorporating Search Engine Optimization (SEO) and building reader relations in comments on social platforms. Resulted in viral clicks and repeat readers
- Syndicate stories on social media platforms, resulting in audience growth of 300%.
- Introduced monetization with numerous promotional partners, generating more than \$75,000 in never-before-seen advertising partnerships in the first four months
- Managed a team of four editors and 12 contributors
- Applied Web Analytics to determine campaign results, planning, strategy and forecasting
- Produced a publication companion podcast with a growing audience and garnered new sponsors
- Wrote the most widely read stories in the history of numerous web-based publications
- As Product Manager, designed product and service launches representing brands in the automotive aftermarket marketplace on four continents, utilizing a network of resellers. Resulted in 2020 and 2021 sales growth of 20% to over \$ 2 million per annum
- Developed and used sales forecasting to set revenue targets
- Managed Social Media contact and analytics to increase customer engagement and product investment
- Developed an incentivized fundraising 'membership' appeal for a not-for-profit museum that resulted in driving monetized public participation
- Created and managed a public and media relations campaign that resulted in measurable increased exposure
- Event management including planning, logistics and execution for a ten-city \$Million Hole in One tour for a Fortune 500 company in partnership with local not-for-profit beneficiaries
- Conceptualized and developed [vintageracecar.com](http://vintageracecar.com), a digital companion to the print magazine. Production costs (approximately \$30,000) were offset by B2B sponsorship.
- Consistently led the Midwest region in B2B sales as an Account Representative serving the Chicago Loop. Drove a 20% increase in volume and revenue in assigned territory valued at \$600,000. Promoted to National Account Manager
- Managed a vertical market of national accounts worth over \$10,000,000, demonstrating ability to drive revenue growth resulting in 15% B2B sales increase
- Developed a sizable dealer network greater than \$15MM in automotive finance
- Utilized relationship building to open new industry participation to grow business
- Grew territory by greater than 25% in the first six months
- Negotiated contract purchases, growing receivables by more than 18%
- Developed nationwide sub-prime finance program resulting in business growth of approximately 30%. The program's success resulted in a story in The Wall Street Journal
- Garnered knowledge and applied scientific concepts of arbor care for clients, resulting in a consistent \$100,000 per month in sales by third month in organization

## **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 | Constant Contact Award for "Most Engaging" Email Newsletter

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## **Work History**

- Valley Tree Care | Sales Arborist | Phoenix, AZ | 2024-Present
- Power Automedia | Senior Contributor/Editor at Large | Murrieta, CA | 2017 - 2024
- AAA Smart Home | Account Manager/Sales Consultant | Tempe, AZ | 2022 - 2023
- Vivid Racing | Brand Manager, Armytrix and Tubi Style | Gilbert, AZ | 2020 - 2022
- The Journal: ClassicCars.com | Managing Editor | Phoenix, AZ | 2019 - 2020
- Total Recall Media | Owner/Managing Director | Illinois, California, Arizona | - 2019

## **Technical Skills**

- Wordpress
- CRM Systems
- Sales Force
- HubSpot
- MS Office Suite
- Final Cut X
- Logic Pro
- SEO Tools
- Google Analytics
- SQL/Data Analysis

## **Education**

Bachelor of Arts | Benedictine University | Lisle, IL  
Journalism, Business, Minor Studies in History & Art