

STEVE OLENSKI

267-738-9935 • steveolenski@gmail.com • linkedin.com/in/steveolenski/

Chief Storyteller | Content Strategist | Communications Leadership

"Steve Olenski is truly a unicorn. From marketing to advertising to branding to creative to journalism – the man has done it all and at the highest level. His passion and knowledge are only surpassed by his values, morals, and ethics. I consider myself lucky to call Steve my confidant; my counsel; my friend."

- Jeff Charney, former CMO, Progressive

Highly collaborative leader with an extensive background in advertising, copywriting, brand journalism, and marketing. Thought leader, accomplished storyteller, and strategist known as the "CMO Whisperer." Expert at developing content strategies that align with business goals. Master at relationship building; establishing, maintaining, and fostering highly trusting relationships. Collaborator across diverse groups and within global organizations while adhering to very tight deadlines. Recognized as a confidant, editor/publisher/journalist, trusted advisor, and partner to CEOs and other leaders. Passionate about ethical marketing and advertising, telling a concise and truthful brand story.

- Ensures all content is on-brand, consistent in terms of style, quality, and tone of voice, and optimized for search and user experience across content channels for all buyers' personas.
- Ability to manage challenging projects, to successfully "fight fires" and leave the client satisfied with comprehensive content strategies that deliver across segments, buyer personas, and customer life cycles.
- Clear and decisive POV on marketing topics and ability to translate into thought leadership POV.

Professional Experience

2023 – Present • **SYSTEM1 GROUP**

System1 Group is a marketing research and advertising services consultancy, with proprietary market research and advertising solutions grounded in the principles of behavioral science.

SVP, ENGAGEMENT US

Responsible for all communications, working across Sales & Customer Success. Utilized vast knowledge of the marketing industry and experience in brand journalism.

- Dual reporting to Chief Customer Officer & Founder
- Host of The CMO Whisperer Podcast
 - Named one of the 5 best new marketing podcasts by [Digital Marketing News](#)
 - 60% above target for number of episodes
- Content production exceeded by 500%

2021 to 2022 • **MMA GLOBAL (MOBILE MARKETING ASSOCIATION)**

Comprised of over 800 member companies globally and 15 regional offices, the MMA Global is the only marketing trade association that, brings together the full ecosystem of marketers, martech, and media companies working collaboratively to architect the future of marketing, while relentlessly delivering growth today.

CHIEF CONTENT OFFICER

Responsible for the integrated digital transformation of the MMA brand storytelling and content. Created a story around the brand, which was ultimately delayed for business reasons. Lead all internal and external communications.

- Report to the President and COO.
- Doubled the team size in 6 months and grew LinkedIn and Twitter engagement rates by 265% within 10 months.
- Secured placement in major publications, including Forbes and Digiday.
- Positioned the organization to align the company and customers through clear messaging.

2019 to 2022 • **ORACLE**

COMMUNICATIONS DIRECTOR

Responsible for designing strategy, content, and storytelling for enterprise communications. Coached and mentored leaders on how to best deliver targeted messages from their leadership positions. Served as part of the leadership team for the Oracle out-facing brand, ghostwrote articles posted on blogs or third-party publications, including social media. Facilitated appearances at podcasts and events, promoting thought leadership.

- Reported to the VP of Communications/Chief of Staff.
- Secured placement for thought leaders in Forbes, Advertising Age, Digiday.
- Authored Win Stories – stories of major wins for Oracle which were delivered to the CEO and Board of Directors.

2018 to 2019 • **2ONINE**

A purpose first creative consultancy that energizes positive change in brands, people, and the world.

CHIEF RELATIONSHIP & CONTENT OFFICER

Dual responsibilities including the growth of the company new business through my relationships and contacts plus overseeing all content for the company.

- Reported to the CEO.
- Secured meetings with decision makers (CMOs) of 10 Fortune 500 brands, engaging potential new clients.
- Developed and implemented an editorial content calendar which was inclusive of an integrated digital marketing framework.
- Ensured all messaging adhered to editorial standards.

2012 to 2018 • **ORACLE**

DIRECTOR OF CMO CONTENT & STRATEGY (2016 – 2018)

Responsible for the promotion and creation of thought leadership targeting CMOs, editorializing content, and strategy. Member of a 40-person team with five peers.

- Reported to the CMO of Oracle Marketing Cloud.
- Wrote blog posts, white papers, eBooks, and additional content.
- Created and implemented an editorial content calendar that incorporates integrated digital marketing.
- Maintained editorial standards for all messaging.

SR CONTENT STRATEGIST/EDITOR OF BLOG/SR WRITER (2012 – 2016)

Responsible for the launch and creation of the Oracle Marketing Cloud brand.

- Reported to VP of Oracle Marketing Cloud.
- Business grew from zero to over 200 clients producing profits of over eight figures.

Contributing Writer

FORBES • 2009 - 2019

WORK HAS APPEARED IN:

- BUSINESS INSIDER
- HUFFPOST
- ADAGE
- ADWEEK

MEMBERSHIPS

Business Advisory Council
George Washington University

Executive Branding Committee
Arcadia University

Advisory Board
Evergreen Trading