

STEPHEN McDONALD

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CAREER SUMMARY

- ◆ Executive with broad range of management experience in online/offline marketing and creative development.
- ◆ Ability to work in large corporations, Associations or early stage companies.
- ◆ Highly effective at managing groups to produce the highest quality creative — on strategy, on time, on budget.

EXPERIENCE

AIMED ARROW & REDVISION, SAN FRANCISCO, CA – PRESENT EXECUTIVE CREATIVE DIRECTOR, WRITER AND EDITOR

Responsibilities include development, writing, editing and creative management of TV commercials, print ads, radio spots, websites, industrial films, comic book publications and cable television productions.

Clients include: Prosper, E-LOAN, The Mortar Agency, Pay-by-Touch, Multilytics, Owners.com, MacSpeech, Paramount Productions, Austin Knight Advertising, American Lung Association, Communication Ink, Inc, Duncan/Channon Advertising, First Comics and many others.

E-LOAN, INC, PLEASANTON, CA – 2004 – 2007 DIRECTOR, CREATIVE SERVICES

Responsibilities include all creative strategy development and production of every facet of B2C and B2B marketing: TV production (DRTV, Branding campaigns), Radio production, Print Advertising, Website management, Online Banners, Landing pages, and all internal/external marketing collateral.

Launched new branding campaign repositioning E-LOAN as Radically Simple to build upon the brand's strengths. Translated new branding positioning into all materials and sales training.

Expanded TV campaign into the animation and digital music universe, saving over \$900,000 in production costs and residual talent fees.

Conducted complete website redesign to increase SEO and customer engagement. Produced several variations of every banner ad and landing page for side-by-side testing to optimize conversions.

Developed the website/user interface and launched the marketing campaign for E-LOAN Savings. Generated over \$1 billion in deposits within first 6 weeks.

Developed and launched RadicallySimple.com, the first corporate blog dedicated to the lending industry.

Manage relationships with external ad agencies, direct mail shops and promotional vendors.

Manage department prioritization queue utilizing capacity planning and a rigorous creative review process.

Budget of \$2.5 million. Department of 7 creatives. Report to CMO.

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SAN FRANCISCO CHRONICLE, SAN FRANCISCO, CA – 2002 – 2004

COPYWRITER/EDITOR

Responsibilities included writing, design, content editing and publishing of The Chronicle's *Saturday New Homes*, a weekly advertorial section, and *Prestige Living*, a monthly magazine devoted to upscale real estate in the Bay Area.

Prestige Living was credited as one of the year's most successful projects, generating over \$2 million in revenue (Hearst 2003 Annual Report).

Managed production team of 4. Reported to the Creative Director and CMO.

CALIFORNIA STATE AUTOMOBILE ASSOCIATION, SAN FRANCISCO, CA - 1996 - 2002

COPYWRITER/PRODUCER

Responsibilities included writing and editing of collateral, direct mail, print ads, newsletters, internal communications materials and ad copy for *VIA*, AAA's travel magazine.

Wrote and produced *AAA Weekend Travel Tips*, a weekly 60 second radio feature on KCBS.

MACY'S, SAN FRANCISCO - 1994 - 1996

SENIOR COPYWRITER, MAGAZINE AND ROP

Responsible for writing and editing copy for print ads, direct mail and Macy's Sunday Magazine.

EDUCATION

UNIVERSITY OF STEUBENVILLE, STEUBENVILLE, OH

BA ENGLISH COMMUNICATIONS

UNIVERSITY OF WALES, SWANSEA, WALES, UK

INTERNATIONAL COMMUNICATIONS
DRAMA/THEATRICAL ARTS

- Judge:** 2007 – Journal of Financial Advertising and Marketing Media Strategy Awards
- Panelist:** 2006 – Journal of Financial Advertising and Marketing — Santa Fe Summit
- Articles:** 2006 – Quoted in September 18th ADWeek article on “New online branding tactics”
- Awards:** 1998 – The American Advertising Federation's National ADDY Award for my work as Creative Director on the Teen Book Cover Project “Driving Under the Influence”
- Personal:** Transplanted Mid-Westerner. Married with three sons. Coach of 2 Piedmont Soccer teams. Enjoy softball, bowling and a limited amount of golf. Movie fanatic and reformed comic book collector.