

STEPHEN KELLEY

Relocating to St. Louis in November | (636) 541-9987 | stevekelley2011@gmail.com | <https://stephenkelleymarketing.com/>

EXPERIENCE

American Express New York, NY	May 2025 – Present
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Project Manager – Digital Product Management - Contract

- Delivered Level 1 technical support for Amex marketing platforms, with primary focus on Marketingforce (Salesforce), resolving user issues and enabling marketers to successfully launch campaigns.
- Acted as the primary point of contact for internal marketing teams and operations partners, troubleshooting platform errors, answering complex “how-to” questions, and escalating technical issues to engineering teams while maintaining clear, ongoing communication with customers.
- Early adopter of AI technologies; developed and presented a custom GPT solution to senior leadership and their teams, demonstrating how to analyze Microsoft Planner exports to generate actionable insights across four separate teams. Additionally created Custom GPTs to automate copy editing for internal communications, emails, data analysis, and PowerPoint decks.
- Provided high-touch, white-glove customer success support, including live dedicated assistance for campaign setups and complex campaign executions to ensure smooth launches and minimize user friction.
- Conducted data analysis on support cases and tickets to identify trends, recurring issues, and improvement opportunities; delivered insights to training and product teams to enhance platform usability and user education.
- Partnered cross-functionally with GES, USWS, Marketing, Operational Excellence, Compliance, and Technology teams to drive process efficiencies, improve support delivery, and expand customer success initiatives; recognized via Blue Rewards from the GES for delivery of high-quality support training to new and seasoned marketers.
- Translated complex technical concepts into clear, actionable guidance for non-technical marketers and creative/operations teams, serving as a product advocate and user champion to deliver frictionless, high-quality support experiences.

Affinity Solutions New York, NY	May 2021 – Feb 2025
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Marketing Campaign Operations / Program Management

- Executed error-free production of banking loyalty campaigns for Fortune 500 banks and Credit Unions.
- Website content management and development for Visa Business, FISERV, Fidelity Information Services (FIS), and FISERV's (100+) subsidiary banking institutions.
- Successfully managed the launch of 10 Card Linked Offer (CLO) campaigns with varying marketing complexities (i.e. website banners, emails, website offers) at the end of a quarter. At that time 10 campaigns were the most ever launched in that short of a timeframe.
- Managed day-to-day planning of all CLO marketing campaigns from start to finish, including team daily tasks, deliverables, and publishing dates.
- Worked alongside a team of engineers, QA, project managers, and creative teams to launch a new Visa Business website in 2022. Helped build the web content and identify, troubleshoot, and escalate any technical issues that could impact a deliverable date.
- Translated and communicated technical concepts, information, plans, and procedures to both technical personnel and non-IT business owners.

Monetate | New York, NY

Jul 2019 – Jan 2020

Sales Development

- Performed enterprise-level outbound prospecting using email, cold calling, and LinkedIn outreach to promote Monetate's flagship AI personalization platform.
- Executed an Account Based Marketing (ABM) strategy to identify, segment, personalize, and engage prospects at a 1:1 level via company 10k documents, industry news, and LinkedIn activity.
- Created a personalized outreach campaign targeted to a variety of industries including clothing retailers, telecommunications, travel, and more.
- Drove a pipeline of \$1 million dollars including brands like Four Seasons, Groupon, and Acco Brands.

Webcollage (now Syndigo) | New York, NY

Jul 2017 – Jan 2019

Account Executive

- Managed a territory of 200+ SMB clients equating to \$900k in recurring revenue. Achieved a 90% retention rate, which was above industry standard.
- Executed new client acquisition, client onboarding, continued training / best practices, and contract negotiations.
- Post company acquisition, learned to cross-sell GDSN data management into an existing client base and onboard new clients.
- Drove merchant engagement for the flagship company product offering, Content Publisher Program, for Target, Walmart, Staples, and Bed Bath & Beyond.

- Monitored retailers' websites searching for new products and brands that would fit into the Webcollage content syndication network.
- Maintained and tracked all pipeline and sales activity in Salesforce.

SKILLS

Project Management | Content Management Systems | Email Marketing | HTML | CSS | SEO | Jira |
Salesforce | Excel | PowerPoint | Sales & Business Development | ChatGPT | Claude | CoPilot |
WordPress

EDUCATION

University of Missouri	Columbia, MO
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Bachelor of Science in Business Administration – Marketing