

STEPHEN F. DOUCETTE

Senior Marketing Leader - Digital Strategy | Data Analytics |
SEO/CRO/UX Optimization | Paid and Retail Media

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EXPERIENCE

Global Director of Performance Marketing (Omnichannel and Retail Media) 09/2022 - Present

PetSafe Brands (Formerly Radio Systems Corp.)

Knoxville, TN

- Manage and mentor a team of digital marketers to ensure successful execution of marketing strategies across global markets and channels.
- Develop and execute performance-based marketing strategies across various channels, including e-commerce and retail brick-and-mortar, that drive revenue growth and customer acquisition.
- Develop and implement a data-driven approach to full-funnel marketing, leveraging analytics and insights to inform strategy and execution.
- Optimize campaigns to improve conversion rates, streamline customer acquisition, and drive revenue growth both online and offline.
- Analyze and report on campaign performance metrics, including return on investment, customer acquisition cost, and conversion rates for both e-commerce and retail brick-and-mortar channels.
- Collaborate with internal brand and category teams to implement marketing strategies that align with business objectives and drive revenue growth both online and in-store.

Associate Director of Digital Strategy

09/2006 - 09/2022

- Analyze and interpret advertising performance and make thoughtful, high impact recommendations with respect to advertising strategy to achieve campaign/company goals.
- Collaborate across departments to develop and implement digital marketing strategies.
- Generate innovative ideas to increase sales through digital channels.
- Develop new optimization frameworks and methods to improve key metrics across digital marketing; engagement, sales, customer experience, etc.
- Oversee teammates focused on digital transformation in three key areas:
 - o Retail Media marketing (Amazon, Wal-Mart, Target, Wayfair, Instacart, etc.)
 - o Search engine optimization (SEO) and content marketing strategy.
 - o Conversion rate optimization (CRO) and testing methodologies.
- Act as an internal agency partner for the brand teams. Own the creation of multi-channel marketing campaigns leveraging digital levers including SEO, social, influencer, inbound marketing, paid advertising and email.

Senior Partner

01/1998 - Present

Imagine Media Studio

Fort Wayne, IN

Agency offering a full range of creative solutions for marketing, design, and custom software solutions. Clients range from industrial to Hollywood movies, to ecommerce brands.

- Hundreds of custom software, design and website development projects completed

Ecommerce and Digital Marketing Manager

07/2005 - 09/2006

Invisible Fence Brand

Garrett, IN

- Developing and implementing integrated, multi-channel marketing plans
- Design and Develop front and back-end website and ecommerce customization tools

Online Editor

11/1999 - 07/2005

Gannett - The Desert Sun / Chronicle - Tribune

Palm Springs, CA

- Develops content and creates editorial strategies and policies for websites.
- Manage team of 10+ operating online news, content and web development.

EDUCATION

Bachelor, Journalism Graphics, Photojournalism

01/1996 - 12/1999

Ball State University

Family and Consumer Sciences/Human Sciences Communication

01/1992 - 12/1995

Western Michigan University

SUMMARY

Accomplished digital marketing leader with a 20+ year track record of driving global growth and profitability.

Proven ability to develop and execute data-driven strategies that optimize marketing spend, enhance customer experiences, and deliver measurable results.

Possessing a deep understanding of the digital landscape, I excel in leveraging advanced analytics, testing methodologies, and emerging technologies to inform strategic decision-making.

Proven expertise in:

- Diving deep into channel performance, ad testing, and conversion funnels to steer campaigns and decide on future investments.
- Conducting in-depth market, competitive, and audience analysis
- Implementing search and conversion optimization strategies
- Skilled at building and leading high-performing cross-functional teams

KEY ACHIEVEMENTS

- 🏆 Generated over \$1 Billion in Ad-Attributed Revenue
- 🏆 Grew Amazon Sales by >10x to \$295 mm annually
- 🏆 Efficiently maximize \$30 mm annual marketing budget
- 🏆 Mentored 40+ talented professional marketers, category directors, digital shelf optimizers, web developers and data analysts
- 🏆 Taught Digital Marketing and Conversion Optimization to 300+ professionals
- 🏆 Nominated for Pulitzer Prize for Civic Journalism
- 🏆 Successful Game Designer and Serial Entrepreneur