

STEPHEN F. DOUCETTE

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

📞 260-267-0205 @ stephen.doucette@gmail.com

🌐 <https://linkedin.com/in/stephendoucette> 🌐 <https://stephendoucette.com>



EXPERIENCE

Global Director of Performance Marketing 09/2022 - 06/2025
(Omnichannel and Retail Media)

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:
 - Retail Media marketing (Amazon, Wal-Mart, Target, Wayfair, Instacart, etc.)
 - Search engine optimization (SEO) and content marketing strategy.
 - 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.

Ecommerce and Digital Marketing Manager

07/2005 - 09/2006

Invisible Fence Brand

Garrett, IN

- Implementing integrated, multi-channel marketing plans for national network of dealers.
- Design and Develop front and back-end website and ecommerce customization tools.

Senior Partner / Co-Founder

01/2013 - Present

Imagine Media Studio

Fort Wayne, IN

Agency offering creative solutions for marketing, design, and custom software solutions. Clients range from industrial companies, to medical providers, to Hollywood movies, to pure-play ecommerce brands.

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

Online News Editor

11/1999 - 07/2005

Gannett - The Desert Sun / Chronicle - Tribune

Palm Springs, CA

- Created editorial strategies and engaging content for journalism web properties.
- Managed a team of 10+ operating 24/7 online news, content and web development.

EDUCATION

Journalism Graphics & Photojournalism

Ball State University

Family and Consumer Sciences; Human Sciences
Communication

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, effective 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 >7x to \$295 mm annually
- 🏆 Efficiently maximize \$25 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