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EXPERIENCE

Hearst Media Corporation | Affiliate division – New York, NY

Customer Development Manager | 2013 – present

Summary: Digital marketing solution, with accompanying services, for local and national media brands for purpose of advertising and brand recognition. Included in this are website solutions, social media services, and managed services. In this role, the responsibilities are as follows:

- Accountable for post-sale relationship for all solutions and services (non-quota carrying, retention-focused role)
- Cultivate strong relationships with domestic and international affiliates through onboarding, implementation, adoption, ultimately to aid the affiliates in achieving desired outcomes
- Create Affiliate Balance Program focusing on Customer Success and creating a path that fosters partnership value and expansion while achieving internal revenue growth goals
- Jointly define, map and communicate bespoke strategic initiatives with the affiliates, ultimately to reduce churn and improve revenue growth
- Conduct Quarterly Business Reviews (QBR) with customer's C-level executives to share actionable data insights, ensure relationship health, identify opportunities and discuss future goals

Vast.com – Austin, TX

Director of Business Development | 2012 - 2013

- Manage the day-to-day relationships and account growth of Vast's clients, partners and publishers
- Assist partners with identifying revenue opportunities, reduction of churn through retention strategies and developing customer support structure

GateHouse Media - Rochester, NY

Automotive & Real Estate Director | 2008 – 2012

- Managed 200+ employees across all GateHouse markets for the Automotive and Real Estate division
- Create successful business models, go-to market strategies, product creation and work with local leadership to grow revenue

Post & Courier – Charleston, SC

New Media Development Manager | 2004 – 2008

- Lead sales and technical teams to achieve common goals, raise standards of performance and establish cross functional internal working groups for increased efficiency
- Vetting and implementing new partnerships to drive audience and revenue, improve sales practices and focusing on client and staff development

EDUCATION

Trident Technical College – North Charleston, SC

- Information Systems Technology | 1998-2001

PROFESSIONAL & COMMUNITY INVOLVEMENT

- Charleston Leaders Advisory Board Trustee
 - Local non-profit focused on mentoring and nurturing K12 students to develop our future leaders of tomorrow through Franklin Covey "Leader In Me" program. In my role, I serve in an advisory capacity related to fundraising campaigns and event promotion and management.