

STEPHEN HARVEY



864.275.8269



slharvey31@gmail.com



<http://www.linkedin.com/in/stephenharvey>



http://twitter.com/harvester_sol

HOW I AM VALUABLE

- Experienced using tools: **Hootsuite, Facebook Insights & Ads Manager with Power Editor, Google Analytics, Klout, bit.ly, Crowdbooster.**
- Enjoy **data acquisition and analysis** to ensure strategies and campaigns are successful.
- Familiar with **WordPress installation, Dashboard interface and client training.** Created and manage the Upstate South Carolina WordPress Group.
- Skilled at **audience definition and engagement** to build effective online communities.
- **Practiced with SEO** integration with social media and strong digital footprints.

HOW I BECAME VALUABLE

Social Media Wrangler – ILWU Credit Union

January 2013 – Present

- Grown Facebook Fan Page likes by 30% using strategic Facebook ad campaigns and engaging on-page content.
- Created a corporate Twitter plan that identified and complimented overall company goals, metrics defining success and digital strategy initiatives.
- Developed and maintain a 30-day editorial calendar for Facebook, blog and other digital campaigns.
- Work directly with graphics team to create engaging images and videos.
- Analyze Internet traffic, trends and related metrics from Google Analytics, Bit.ly stats, Facebook Insights & Ads Manager, and Crowdbooster to make informed, strategic decisions.
- Enhance, update and maintain company Wordpress blog, directly complimenting all main website activity.
- Directly work with C-level team to ensure alignment with overall company goals.
- Manage and direct multiple, third-party contractors to ensure project completion within pre-defined parameters of success.

Social Media Manager / Digital Strategist - Harvester Solutions

January 2010 – Present

- Social Media manager and Internet marketing consultant targeting local businesses.
- Work directly with company owners to develop digital strategies and metrics for determining success specific to their business.
- Analyze Internet traffic, trends and related metrics to make informed, strategic decisions.
- Experienced with WordPress site structure and administrative functionality. Extensive hands-on experience with WordPress specific plug-ins and themes.
- Lectured and coached local businesses and students concerning social media best practices, including social media policy development, do's and don'ts and why be involved with social media.

Social Media & Technology Director - MSP & Associates Inc.

March 2002 – December 2009

- Created and managed the company Web site, then transitioned the Website to a Web management company
- Developed and managed the company's social media and blog platforms. This included content generation, management and editorial calendar.

- Developed data marketing and targeted client lists for lead generation.
- Developed a Microsoft Access + Google Earth database solution to store company job data.
- Researched and recommended all aspects of equipment to decision maker, ranging from field instruments to in-house computer networking infrastructure.
- Started "Green" initiative at the company. All company paper waste (non-sensitive materials) recycled via the city recycling service. All out dated computer equipment was donated to the Goodwill Industries computer recycling program.
- Researched, developed and implemented a "field-to-finish" software solution whereby improving field work to initial AutoCAD drawing output times by 30%.

Sales Development - BSA International

January 2001 – March 2002

- Performed cold calls in order to qualify leads for fiber optic networking solutions.
- Managed lead list and doubled the number of qualified partners sent to our clients.
- Developed a strategy to better the qualification process of potential leads.

Sales Development - 10Best.com

June 2000 - January 2001

- Recruited potential customers by cold-calling and researching the Internet.
- Experienced with business leads and account development.
- Gained extensive knowledge of Microsoft Office applications.

Sales Associate - Gates/Arrow Distributing

November 1999 – June 2000

- Quoted and placed customer orders.
- Recruited new accounts and set the account up through the company credit department.
- Tracked monthly volume and GP goals.

FORMAL VALUE GAINED

University of South Carolina - Upstate

May 2011

Bachelor of Science: Interdisciplinary Studies - Informatics with Business/Marketing emphasis.

Greenville Technical College

August 2004

Associate of Science: Computer Technology.

ACTIVITIES & ACCOMPLISHMENTS (adding to the overall value)

- WordPress User Group. I founded and maintain a networking group focused on WordPress and the community around the software platform.
- Member Groups:
Social Media Club (<http://www.socialmediacub.org>) -Active Los Angeles Chapter member
Tech After Five (<http://techafterfive.com/>)
Upstate South Carolina WordPress User Group (<http://www.wpgvl.org/>)
- Launched Facebook Pages: *full digital strategy
Harvester Solutions - <https://www.facebook.com/HarvesterSolutions>
To Dye For Salon* - <https://www.facebook.com/ToDyeForSalonGreenvilleSC>
Second Nature Landscaping of Columbia, SC* -
<https://www.facebook.com/SecondNatureLandscaping>
- Personal Branding Website: <http://www.thestephenharvey.com>
- All professional social media links for Stephen Harvey:
<http://www.thestephenharvey.com/about-stephen/social-media-links-for-stephen-harvey/>

PEOPLE THAT CAN VOUCH FOR MY VALUE

(Gladly supplied upon request)