

Steven M. Lobo

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Experience:

Brand Manager- Adeptus Health

09/2016 – Present

- Oversee marketing initiatives across leading consumer brands in multiple markets, increasing patient volume by 6% year-over-year
- Manage partner relationships with UCHHealth and Dignity Health, collaborating across organizations to build value of our consumer facing brands
- Led brand launches with our partner organizations, and successfully executed the transition plans
- Maintain brand integrity in the market through brand standardization, message and voice consistency, and reputation management
- Oversee professional sports sponsorships, including promotions, in-stadium activation, advertising, events and community involvement
- Lead cross-functional teams across internal departments, partner organizations, agencies, sports teams and strategic vendors to execute marketing initiatives and projects

Marketing Analyst- Adeptus Health

10/2012 – 09/2016

- Conducted ongoing market and consumer analysis, delivering recommendations to executive team and board to make strategic business decisions
- Executed multi-market media plans encompassing TV, radio, digital, out-of-home, print and direct mail campaigns, to drive volume and increase awareness
- Managed marketing budget of \$12MM across multiple consumer brands and markets
- Administered brand awareness studies and conducted focus groups to understand awareness levels, consumer behavior and purchasing decisions
- Executed system-wide promotions and sponsorships to drive traffic, educate consumers and build awareness in the community
- Conducted SEO/SEM and social engagement analysis, and developed recommendations to optimize online presence and meet program targets

Customer Loyalty Analyst- Schneider Electric

12/2006 – 7/2012

- Managed the Global Customer Loyalty Program including development, execution and reporting across 20+ countries
- Developed and expanded the global corporate quality program, resulting in improving customer satisfaction 29% over 9 quarters
- Analyzed Voice-of-the-Customer data to determine top customer attributes; developed closed-loop corrective action plans based on feedback and continuously measured improvement
- Member of the Best Practices Steering Team, chartered with developing and sharing issue resolution plans, business process improvements and tools to create efficiencies across the organization

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Marketing Coordinator- Lucid IQ

09/2004 – 08/2006

- Planned legal industry trade shows, including logistics, communication strategy and budgeting
- Directed direct mail, email and drip mail campaigns with an average blended return of 12%
- Managed online presence, including website content and online advertising; guided SEO strategy
- Developed copy for marketing materials, including press releases, case studies, news announcements, collateral and corporate presentations

Marketing Assistant- V.J. Technologies

10/2003 – 07/2004

- Developed marketing and sales materials including white papers, sales presentations and product sheets
- Organized and attended industry trade shows; qualified leads and managed sales pipeline
- Created sales proposals and presentations for key clients with highly customized product requirements

Franchise Owner and Operator- Quiznos Corp.

08/2001 – 08/2003

- Researched franchisee opportunities, developed business plan, secured a Small Business Administration loan and negotiated store purchase
- Managed \$450,000 P&L aligned with business plan; increased top line growth, improved margins and minimized overhead and expenses over historical performance
- Increased revenue by 12% over first 4 quarters of ownership and increased catering revenue by 200% by building a strong corporate account base

Education:

Southern Methodist University

Dallas, TX

Master of Business Administration in Strategy and Business Analytics
Business Leadership Center- Cox Distinguished Business Leader
Texas Scottish Rite Hospital Consulting Program

University of Houston

Houston, TX

Bachelor of Business Administration in Marketing, Cum Laude
Stephen Stagner Sales Excellence Institute Graduate

Skills:

Net Promoter Certified, Google Adwords, Google Analytics
Software: Proficient in Word, Excel, PowerPoint, ReviewTrackers, Hootsuite, Sprinklr, Salesforce.com