



JEFF STANISLOW

CHIEF INTERNET MARKETER

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OVERVIEW

Dynamic, creative and results-oriented business leader with fifteen plus years of extensive experience leading high performing, diverse teams to produce multi-faceted strategies, which has consistently improved business performance and generate value. Adept at managing organization's resources, promoting enterprise to stakeholders, recommending an annual budget, and implementing strategic business development plans. Possess an excellent solution-oriented mindset and an ability to communicate complex and sensitive information in an understandable format. Proven ability to bridge gaps between resources, elevating project management, meeting stakeholder, customer, and business expectations.

AREAS OF EXPERTISE

Leadership

- Marketing Strategy/Goals
- Multi-Million Dollar Budget Management
- Stakeholder Commitment
- Streamlining Operations

Marketing

- Certified Digital Marketing Professional
- Strategy Planning and Execution
- Increased User Engagement
- Methodology Development
- Business Impact Analysis

Implementation Management

- Resource Planning
- Cost Reductions
- Big Data Analytics
- Process Standardization
- Continuous Improvement

CAREER HIGHLIGHTS

- Successfully created and operated an interactive marketing company with sales which have exceeded \$15MM
- Secured impressive client list including Comerica, AAA Life Insurance, BASF, GM, Chrysler, and Ford
- Created hundreds of strategic partnerships including Babe Ruth, AMAC, National Review, Hotels Etc, and more
- Recognized by Crain's Detroit Business as a leader in Technology
- Earned several awards for business and sales leadership including Regional Manager of the Year at Talk City
- Seasoned speaker on Interactive Marketing
- Built an online auto auction, Kiss Auction, which was purchased by Ford Motor Company
- Lead NationalTravelDeals.com, an Online Travel Agency into a strategic roll up into CarRental8.com
- Raised over \$250,000 in charitable contributions for many non-profit organizations

EXPERIENCE

MOTOR CITY INTERACTIVE, CHIEF INTERNET MARKETER

President

July 2001 - Present

- Provide key leadership and strategic direction for all aspects of business including fiscal responsibility, client base development/retention, creative, and strategic planning.
- Devise extensive digital marketing and ecommerce strategies, and implemented tactics including SEM (SEO&PPC), mobile and social media marketing to generate brand awareness and increase user engagement.
- Engage online audience on social networks, enhanced user experience, prepared marketing copy, generated qualified leads and monitored analytics.
- Generate reports on campaigns to demonstrate ROI and provide insights for strategies to utilize in the future.
- Achieve high efficiency and accelerated growth through effective collaboration with marketing team to develop and support strategic marketing initiatives and provide customer behavior insights

EXPERIENCE

CONTINUED...

Achievements

- Developed innovative web initiatives for AAA Life which resulted in more than 20% of Internet business
- Optimized user experience to increase sales conversion rate by 37% for Erhard BMW, Nation's Largest BMW Dealer
- Email strategy designed for Flagstar Bank increased on-line CD business nearly 35% Created new advanced comparison engine for BASF, giving sales and marketing team a competitive advantage

ALL STAR TRAVEL

CEO

March 2016 - Present

- Start-Up – Grass Roots Online Travel Agency. Manage all aspects of business from concept to launch, including business and marketing planning.
- Engaged in all aspects of product services direct to consumer and targeted sales for B2B partners.
- Building strategic team and partners for inventory and growth

Achievements

- Negotiated assets and contracts from National Travel Deals (below)
- Integrated and developed entire new front-end and back-end web site.
- Adding strategic supply and partners

NATIONAL TRAVEL DEALS

Partner

March 2014 - January 2016

- Managed all aspects of business from concept to launch, including business and marketing planning.
- Lead extensive marketing and advertising campaigns, including online and offline tactics focused on direct consumer conversions and B2B partner acquisitions.
- Built and managed a team of four professionals from strategic disciplines.
- Engaged in all aspects of product services direct to consumer and targeted sales for B2B partners.
- Managed big data analytic initiatives to optimize core business processes.

Achievements

- Generated over \$1.1MM and 6000 car rental bookings.
- Created dynamic CMS/XML-API integration process to add partner portals in less than 10 minutes.
- Added nearly 100 partners in two years, including Babe Ruth League, AMAC, Save-On-Resorts, Hotels Etc, and more.
- Managed strategic business changes to roll up into a larger acquisition of a \$16MM business.

NET PLANET AND BLUE CHIP INTERACTIVE

President and VP of Business Development

May 2000 - July 2001

- Created business initiatives and developed strategic partnerships with key industry leaders to seize new business opportunities and expand client base.
- Set the organization's strategic direction and scope of business including profit/loss, staffing, sales and creative development to achieve business objectives.
- Proactively managed business development teams to secure highly competitive web site development projects.
- Led the development and implementation of strategic/marketing plan focused on enhancing public image and client relationships.
- Coordinated sales management of web site development for Net Planet client base.

EXPERIENCE

CONTINUED...

Achievements

- Increased Net Planet sales revenue 50% in first year, totaling three million dollars
- Built strong team of sales/marketing professionals strengthening company's value for a potential sale of the business
- Created strategic business plan to launch Blue Chip Interactive

TALK CITY INC.

Regional Manager

July 1998 - May 2000

- Coordinated and managed all business operations, sales and marketing efforts in Michigan, Indiana and Ohio for on-line company, achieving highest productivity and performance.
- Focused energy on Dialogue Management solutions targeting the automotive industry including Ford Motor Company, General Motors and Chrysler. Established and maintained strong business relationships with partners, market sales teams, and internal operational teams on a market and regional level to ensure optimal results.
- Collaborated with senior management and business development team to develop strategic and tactical plans for aggressive sales.

Achievements

- Implemented strategic sales efforts to build out Talk City's automotive community
- Successfully launched DailmerChrysler's first on-line chat as part of PT Cruiser introduction
- Positioned company to utilize brand power to begin trading as a public company in 1999

ADDITIONAL EXPERIENCE

June 1997 - July 1998

Interactive Services - Hofer and Beatty, *President*

December 1995 - June 1997

On-Line Marketing Company, *Sr. Internet Marketing Specialist*

December 1994 - December 1995

Wyndam Gardens Hotels, *Sales Manager*

June 1993 - December 1994

Coca Cola Enterprises, *Account Executive*

TECHNICAL EXPERIENCE

The Masters of Science, Information Management and Communications Degree from Walsh College provided the underlying technical understanding to support strategic business initiatives. Architecting the multi discipline technical environment to achieve desired business objectives and understanding how the technical and non-technical relationships work to meet said objectives.

EDUCATION

WALSH COLLEGE

December 1998

Masters of Science, Information Management and Communication

MICHIGAN STATE UNIVERSITY

December 1992

Bachelor of Science, Food Industry Marketing/Management

June 1993

Additional Major in Public Resource Management

July 2019

Certified Digital Marketing Professional