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SUMMARY

A brand and communications professional who promotes the Company strategic and business plan to become best in class in core and adjacent markets. Solid hard skills in branding, graphic design, illustration, digital marketing (website build, SEO, SEM, online campaigns, social media), writing, research, event planning, story boarding, and more. Innate creative. Team builder. Selfless manager.

AWARDS

- 2022 HBMA (Houston Business Marketing Alliance) Award of Excellence: themed special event
- 2021 ANA (Association of National Advertisers) Lantern Award: original illustration
ANA Lantern Award: capabilities brochure 4 pages or less
- 2020 ANA Lantern Award: original illustration
ANA Lantern Award: promotional item under \$20
ANA Award of Excellence: corporate video
- 2019 ANA Lantern Award: monthly newsletter
- 2002 BMA (Business Marketing Association) Lantern Award: special event
BMA Award of Excellence: product catalog
BMA Award of Excellence, CD/Multimedia under \$24,999
- 2001 BMA Lantern Award: Best of Texas, technical literature series
- 1996 Texas Printing Industry of the Gulf Coast, Excellence Award: 4-color brochure, 8 pages or less

WORK EXPERIENCE

- Aug 2018 – present **MOGAS Industries** (www.mogas.com)
Houston Global Brand and Communications Manager:
 - planned and executed \$450,000 annual budget in alignment with executive leadership team strategic plan / business plan
 - established and developed award-winning MarCom team
 - developed multifaceted campaigns for:
 - core products into new geo markets and applications
 - new product launches to expand market share and enter adjacent markets
 - initiated rebrand / sub-brand strategy and implementation plan, including style guide
 - strategically aligned with regional managers for event attendance
 - implemented digital asset management libraries for sale team and rep network

- Apr 2017 – Jul 2018 **MOGAS Industries** (www.mogas.com)
Houston Brand and Communications Lead: Developed, implemented and executed internal and external marketing communications initiatives and activities. Developed and managed the brand architecture, including guidelines and standards. Creative lead for visual communications. Managed website for currency and frequency. Directed social media strategy. Collaborated with product management to develop sales tools and with Executive Leadership Team to support 5-year business plan. Developed and maintained marketing collateral to include literature, manuals, case studies, video, etc.

- Sep 2009 – Apr 2017 **MOGAS Industries** (www.mogas.com)
Houston Digital Marketing Specialist: Maintained internet sites, platform and media. Managed website content and strategy including in-bound and out-bound marketing and lead generation. Maximizes the volume of inbound website traffic using direct, organic, referral, PPC and social activity through on-page and off-page best practices.

- Sep 2008 – Jun 2009 **MOGAS Industries** (www.mogas.com)
Houston Contract designer, illustrator and writer.
- 2006 – Jun 2008 **Impress Print & Design** (www.impress-print.co.uk)
England Design Manager: Established and grew separate design-side business within print environment. Liaised with clients to design and produce printed and electronic marketing material to include: researching and writing original copy, proofreading, illustrating, animating, photography and developing brand.
- 2003 – 2006 **One Vision** (www.onevision.co.uk)
England Studio Manager: Quoted, scheduled and tracked jobs. Designed and prepared artwork for press and web. Liaised with clients, suppliers and internal staff to ensure smooth and on-time production and delivery. Wrote copy for press releases and customer marketing materials. Created Flash animations and personalised email newsletters.
- 2001 – 2002 **Cameron** (www.camerondiv.com)
Houston Senior Designer: Designed and produced marketing materials including corporate catalog, brochures, ads, tradeshow graphics, intranet pages and Flash animations. Trained staff in applications and production techniques. Established image database system.
- 1994 – 2000 **Stewart & Stevenson** (www.ssss.com)
Houston Graphics Designer / Supervisor: Supervised graphic department. Designed and produced marketing material including brochures, ads, tradeshow graphics and web pages. Met with internal and external customers to develop ideas. Ensured timely project completion by designers and multimedia staff. Developed and maintained corporate graphics standards. Prepared budgets.
- 1990 – 1993 **Curtin Matheson Scientific** (www.fishersci.com)
Houston Graphic Designer/Technical Writer: Wrote copy, designed and produced 2200-page product catalog and related marketing material. Trained writers on graphic design and printing standards. Art directed photography. Created line art illustrations.
- 1986 – 1990 **Liberty DTP Services**
England Sole Proprietor: Established client base. Designed presentations, manuals, flyers and technical data sheets. Created line art illustrations.
- 1979 – 1985 **United States Air Force**
England & Germany Non-commissioned Officer (Sergeant): Supervised Orderly Room staff for over 400 personnel.

EDUCATION

- 2010 – 2013 Independent course work:
- Google Analytics Advanced Analysis & Measurement
 - Google AdWords Advanced Optimization Techniques
 - Google Analytics Advanced Tracking & Implementations
 - Google AdWords Advanced Conversion Optimization
- 1985 – 1987 Cambridge College of Arts & Technology, Cambridge, England. Certificate of Industrial Management (bachelor's-level coursework in manufacturing and management)
- 1980 – 1983 University of Maryland (overseas branch), Hahn AFB, Germany. Associate's Degree in Business Administration
- 1978 – 1979 Holmes Junior College, Mississippi. General studies

HOBBIES

MMA, snooker & pool, chess, reading science & history, gardening, fishing, outdoors