

STEVEN ROSS THOMPSON

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EDUCATION

THE UNIVERSITY OF TEXAS AT AUSTIN, McCombs School of Business, Austin, TX **May 2022**
Master of Business Administration

SOUTHERN METHODIST UNIVERSITY, Meadows School of the Arts, Dallas, TX **May 2011**
Bachelor of Arts in Journalism

- GPA: 3.53

EXPERIENCE

INSIGHTSOFTWARE, Austin, TX **July 2021 – Present**
Senior Product Marketing Manager

- Establish market positioning for enterprise data software suite for SAP, creating core messaging and go-to-market plans
- Partner with product management and growth marketing to build programs that drive product awareness and demand
- Analyze customer data and market trends to continually inform product roadmap, messaging and thought leadership

TRANSFERMATE GLOBAL PAYMENTS, Austin, TX **April 2019 – July 2021**
Senior Product Marketing Manager

- Managed brand by establishing guidelines, approving content and creating messaging for eight product lines
- Collaborated across teams to build go-to-market plans, including two product launches resulting in 85 new clients
- Directed global public relations efforts, placing brand news in top publications and tripling media coverage in 2019 YoY
- Led a team producing compelling multilingual sales enablement collateral, leading to a 51% increase in 2019 sales

WORLDFIRST, Austin, TX **January 2018 – March 2019**
Content Marketing Manager

- Researched and wrote a daily email covering international currency markets, elevating daily trading 5% on average
- Produced marketing emails and client communications with 40% open rates, exceeding Finserv industry benchmarks
- Developed a comprehensive product launch plan at U.S. industry event, gaining media coverage in 20+ publications
- Led U.S. content marketing strategy, researching and writing multiple articles to increase organic traffic 10% each month

NEXSTAR DIGITAL LLC, Austin, TX **April 2016 – June 2017**
Marketing Manager

- Integrated internal data and industry trends into product positioning to differentiate value proposition in market
- Managed messaging and brand identity for seven divisions, ultimately constructing one unifying new brand and logo
- Developed sales enablement materials for more than 500 sellers, constructing bespoke request-for-proposal responses

VERTS MEDITERRANEAN GRILL, Austin, TX **September 2015 – April 2016**
Manager of PR & Strategic Communications

- Executed all public relations for restaurant brand, garnering national media exposure with timely media pitches
- Created a scalable marketing plan, including signage, to promote new locations, leading seven grand opening events

RADIOSHACK CORPORATION, Fort Worth, TX **January 2014 – April 2015**
Communications Specialist

- Composed executive communications to align with company values and brand strategy, speaking to 20,000 associates
- Implemented engagement events for 900 corporate employees while also improving community relations giveaways

DALLAS BUSINESS JOURNAL, Dallas, TX **May 2011 – January 2014**
Associate Editor, Reporter

- Produced all special publications and nurtured source relationships to craft most-read online articles each month

ADDITIONAL

- Work Eligibility:** Eligible to work in the United States with no restrictions