

Chaz Stevens

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Digital Marketing & Technology Director, Startup Focused

As a Digital Marketing & Technology Director, I bring a results-driven approach with a proven ability to transform back-of-the-envelope concepts into revenue-generating ventures. My track record spans scaling startups in the mental health care, automotive, real estate, marine, and leasing industries through innovative marketing strategies and cutting-edge technology solutions.

I am skilled at bridging the gap between marketing and IT through creative, cohesive, data-driven strategies that deliver significant business results. Adept at building brand presence from the ground up into fully operational, profitable businesses by:

- Validated ideas through market research and develop a clear value proposition.
- Built minimum viable products (MVP), secure funding, and assemble a skilled team.
- Executed go-to-market strategies while implementing agile development for continuous improvement.
- Developed sales processes, monitoring performance, and scaling business strategically.

I am dedicated to promoting social justice, equality, and community engagement. From advancing global mental health access to championing social causes, I am committed to leveraging technology to create a more equitable and inclusive society.

Skills

- Startup Growth Strategy
- Marketing Analytics
- IT Infrastructure & Cloud Solutions
- E-commerce & B2C Platforms
- Search Engine Optimization (SEO), Search Engine Marketing (SEM), & Content Marketing
- Customer Acquisition & Retention

Experience

Digital Marketing & Technology Director | ESADoggy, Boca Raton, FL

01/2015 – 01/2024

As Digital Marketing & Technology Director, established ESADoggy, , enhancing access to remote mental health care., a global telehealth platform specializing in remote, animal-assisted mental health care. Achieved mid-six-figure revenue within the first year, scaling the platform to serve 40,000 new clients and increasing organic traffic by 3,000% over two years. Managed and optimized daily digital marketing initiatives, including Search Engine Marketing (SEO), Pay Per Click (PPC) advertising, and social media campaigns across platforms like Google Ads, Facebook, and Twitter.

- **Strategic Leadership:** Led ESADoggy's strategy, aligning six key business goals with emerging market opportunities in telehealth.

- **Team Management:** Led recruitment and onboarded over 800 global therapeutic staff through automated systems, reducing external recruitment costs by more than \$200K.
- **Regulatory Compliance:** Ensured all services and technologies complied with HIPAA and international data protection regulations, minimizing legal risks by 50% while increasing client trust. Zero HIPAA violations since startup.
- **Partnership Development:** Negotiated strategic partnerships with four key mental health organizations and service providers to expand service offerings and reach.

Head of Marketing and IT Operations | ZPro, Boca Raton, FL 01/2008 – 01/2015

As Head of Marketing and IT Operations, I spearheaded the launch of multiple high-impact B2C platforms, delivering significant business outcomes and building robust technical infrastructures for Fortune 500 clients. Strengthened partnerships and client satisfaction, contributing to a 40% expansion in partnership opportunities and enhancing the company's reputation in the industry. Managed digital marketing with a monthly budget of {\$70,000}, optimizing PPC campaigns across two platforms. Our service helped sell over 60,000 cars in three years on eBayMotors.

- **Project Management:** Led two simultaneous platform launches from concept to deployment, ensuring projects met deadlines and stayed within budget.
- **Client Relations:** Acted as the primary liaison between three Fortune 500 clients and internal teams, translating client needs into actionable project plans.
- **Technology Implementation:** Directed the integration of advanced technologies such as ASP.NET and cloud services to enhance platform scalability and performance.
- **Training and Development:** Provided training sessions and resources for staff to stay updated on the latest marketing tools and technologies.

Notable Clients

BellSouth | Blockbuster | IBM | Microsoft | Motorola | NASA | Sprint | The Coca Cola Company | Walt Disney World

Education

Bachelor of Science, Applied Mathematics - Florida Tech, Melbourne, FL

Technical Proficiencies

Programming Languages: Visual Basic, C, C++, PHP, JavaScript

Web Technologies: CSS, HTML, WooCommerce, WordPress

Art Tools: Illustrator, InDesign, Photoshop, Premiere Pro, Sketch

Activism

As a church-state separation advocate, I've impacted nearly two dozen policies. Projects included distributing 3,000+ Arabic "In God We Trust" signs in Texas and Louisiana and displaying Beer Can Festivus poles in State Capitols.

Social Justice

Through my efforts to challenge Florida's book ban policies, Governor Ron DeSantis relaxed certain aspects of the ban law.

Media Coverage

My campaigns have been covered by major media outlets, including The New York Times, The Washington Post, and Guardian. I've participated in discussions on NPR, CNN, ABC News, CBS News, NBC News, and MSNBC.

Awards

Best Of – twice awarded New Times Best Activist Broward.