

Stephen Greenstein

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Experienced Digital Strategy and IT Professional with a proven ability to quickly build trust and respect with clients across diverse industries. Leverages exceptional technical expertise and advanced project management skills to foster strong, productive relationships and drive successful outcomes.

SKILLS

- Communication
- Leadership
- Project Management
- Team work
- Analytics
- Content Management Systems (CMS)
- XHTML / XML / FTP / JS / CSS
- Mac O/S
- Windows O/S
- Microsoft 365
- Google Suite
- Search Engine Optimization (SEO)
- Adobe Creative Cloud
- Email Marketing Platforms
- Canva
- GDPR
- CAN-SPAM
- Social Media
- CVENT
- Survey Monkey
- HubSpot
- Figma

EXPERIENCE

Technician

June 2024 - Present

Back Bay Computing (Contract, Part-time), Boston, MA

Accomplished IT professional specializing in desktop and laptop maintenance, end-user support, and system troubleshooting.

- Troubleshoot and repair desktop hardware and software issues to ensure optimal functionality and user satisfaction.
- Perform on-site analysis, diagnosis, and resolution of complex hardware problems for a variety of end users, and recommend and implement corrective solutions, including off-site repair as needed.

Digital Strategy Manager

Dec 2015 - Dec 2023

Federal Reserve Bank of Boston, Boston, MA

Led collaborative with cross-functional teams to create cohesive and effective digital strategies for stakeholders. Increased team productivity by establishing clear objectives, providing detailed guidelines, and delivering regular progress updates. Developed and implemented structured workflows that streamlined processes and enhanced efficiency. Supervised and mentored the Digital Strategy team, offering guidance on best practices and professional development. Fostered a collaborative environment that encouraged innovative thinking and problem-solving. This approach not only supported strategic initiatives but also led to successful outcomes, including improved project deliverables and higher team morale.

- Trained cross-functional teams on SharePoint Online, Microsoft Teams, and the Content Management System. Provided hands-on instruction and support to enhance collaboration and streamline content management, resulting in improved team efficiency and project coordination.
- Enhanced online user experience by implementing innovative digital marketing strategies and targeted content, leading to increased engagement and improved user satisfaction.
- Optimized website performance through detailed analysis of user behavior, resulting in increased traffic and higher conversion rates.
- Developed a comprehensive strategy for marketing, communications, and digital content, aligning efforts to drive engagement, enhance brand presence, and achieve business objectives.
- Streamlined email marketing efforts by designing responsive templates and automating campaign processes, which led to higher open and click-through rates.
- Troubleshoot technical issues related to email delivery, including spam filter triggers and bounce rates, by collaborating with the email service provider and the IT department.

Web Content Editor

Jun 2013 - Dec 2015

EMD Millipore, Billerica, MA

Collaborated with cross-functional teams to create targeted content for diverse marketing campaigns. Enhanced search engine rankings by applying SEO best practices to web content. Streamlined content management processes to ensure efficient publishing and updating of online materials.

CONSULTING

Digital Strategy Consultant

Jan 2008 - Present

Stephen Greenstein Consulting, Sudbury, MA

Achieve successful client outcomes by identifying and addressing their unique needs and goals. Enhance user experience by optimizing website layouts and navigation features. Streamline website maintenance tasks for increased efficiency and improved site functionality. Increased website and social media traffic through search engine optimization strategies and targeted content creation.

- Work collaboratively with clients to achieve their email marketing campaign goals. Enhancing email subject, email content and email graphics.
- Increase website traffic by implementing search engine optimization strategies and keyword research. Sample optimization work below:
 - peacefulpelvispt.com - Website optimization; in 3 months increased web search traffic to have 2,000 impressions with a click through rate of 10.3%.
 - brmbilling.com – Website build and optimization; in 5 months, increased web traffic 275%, to 1,500 visitors.
 - cheftonymessina.com - Website build, and content creation. Website traffic ~5,000 visitors annually. Search results monthly, ~3,000 impressions with a click through rate of 6.67%.
- Analyzed website and social media through Google Analytics and Google Search Console

EDUCATION

Bachelor of Science (B.S.) - Management Information Systems

University of Hartford, West Hartford, CT

JavaScript Development Certificate

General Assembly, Remote

Multimedia Designer Certification

The Career Institute of American International College, Cambridge, MA

CERTIFICATIONS

MailChimp Foundations

MailChimp

VOLUNTEER

Web Administrator

Jan 2023 - Present

Peter Noyes Elementary School Parent Teacher Organization