

# Jefferson M. Stovall / [www.JeffersonMStovall.com](http://www.JeffersonMStovall.com)

## Professional Experience

### **Client Service Manager**

**TIG Global | Chevy Chase, MD | June 2008 (Current position)**

- Manage websites for up to ten hotel properties generating \$500,000 to \$1m/month in revenue
- Work with new clients from discovery to launch phase and act as client liaison with Project Management department
- Regularly communicate with regional revenue managers and other stakeholders to evaluate online revenue performance and adjust strategy accordingly
- Produce and present monthly reports for each client detailing revenue, revenue sources, marketing spend analysis and web site statistics
- Working on a team with members from a variety of departments, identify best practices in interactive media and develop a way to compile, store, update and communicate those practices to others in the firm
- Edit, write SEO-optimized web copy and audit existing sites for SEO performance
- Develop and apply online revenue management best practices
- Define and execute broadcast email strategies, sending out monthly and bi-monthly broadcast emails for properties
- Advise clients on and execute online marketing strategies
- Interact with a variety of clients and teams on a daily basis

### **Account Manager**

**Riester/IWS | Washington, DC | September 2007-May 2008**

- Design and execute interactive media strategies and new business proposals that meet clients' needs, goals and budgets
- Manage workflow for portfolio of up to 22 interactive clients, ensuring smooth operation and on-time and on-budget delivery
- Oversee planning and implementation of web site content and design, ensuring relevancy and accuracy
- Working closely with creative department, drive concepting and development of projects
- Regularly update senior management and other stakeholders on account activity, opportunities, challenges, industry news and business development needs
- Stay abreast of industry trends and intelligently integrate new developments into daily project management, production processes and strategic recommendations
- Assign work to and supervise junior staff members

### **Administrative Coordinator**

**The Kennedy Center | Washington, DC | April 2006-September 2007**

- Act as office manager for 50-person department
- Prioritize and schedule meetings, phone calls and other requests for the VP of Development
- Coordinate with senior staff to respond to donor inquiries
- Develop positive relationships with donors of all levels
- Research potential and current donors
- Draft memos, letters and other correspondence under VP's name
- Compile, draft and create presentations used by VP
- Confidentially handle donor and personnel matters
- Compile, proofread and edit budgetary information distributed to Board of Trustees
- Produce 8-page, bi-monthly newsletter

### **Assistant, Corporate and Foundation Relations**

**The Kennedy Center | Washington, DC | May 2005-April 2006**

- Research, recruit and steward corporate and foundation donors
- Write and assemble grants and funding applications for amounts ranging from \$5,000 to \$250,000
- Develop relationships with representatives from donor organizations and respond to requests for reports and updates
- Regularly create and edit reports on budgetary status of programs
- Liaise with Special Events department to provide appropriate benefits to donors during events
- Maintain application and reporting deadline database

## Contact Me

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## Education

- *Florida State University*  
MFA, Theatre Management  
Graduation Date: December 2005
- *University of Evansville*  
BS, Theater Management  
Graduation Date: May 2003

## References

- *Paul McKay*  
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Integrated Web Strategy  
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