

Steven Levy

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EXCEPTIONAL ACCOUNT SERVICE is at the core of everything I do. With twelve years' experience in account service roles, across a variety of industries, I know how to create strong, trustworthy relationships with clients, understanding their needs and motivations, and those of their customers. Industry experience includes: [Government Tech](#) | [Economic Development](#) | [Civic Engagement](#) | [Retail Advertising, Marketing & PR](#)

WORK EXPERIENCE

Paylt | Kansas City, MO | Nov 2019 - Apr 2020

Client Success Manager | Six City, County & State Department Accounts

- Managed multiple teams of different focuses to develop and maintain simplified online, mobile and point-of-sale platforms for citizens to interact with local and state governments
- Stewarded six government accounts to ensure unrivaled ease and convenience of citizen and government administration use of Paylt digital platforms through understanding each individual government department's functions, SWOT, seasonal deadlines and goals
- Tracked analytic trends including user interactions and transactions with Paylt platforms and government administrative interactions formulating insights on how to apply changes to positively affect both my clients' and company's business goals

The Civic Council of Greater Kansas City | Kansas City, MO | Jan 2017 - Nov 2019

Manager; Deputy Manager | KC Rising & KC Global Design

- Developed, managed and executed the KC Rising regional initiative and brand to identify the Kansas City region's strengths, areas of opportunity and growth potential
 - Coordinated, staffed and participated on all 18 KC Rising boards, task forces and teams
 - Cultivated a rich understanding in civic affairs, economic development, traded sectors, innovation and entrepreneurship ecosystems, regional human capital systems and civic research
 - Created tailored presentations and scripts for dozens of meetings, conferences and annual events, meeting each individual speaker's needs and anticipating each unique audience's interests and motivations
 - Conducted qualitative research through individual interviews, focus groups, work sessions and meetings to advance proprietary Talent-To-Industry Exchange programs resulting in distributing industry facts and generating alignment among companies, educational institutions and civic organizations on various Kansas City region's industry needs
 - Managed all marketing and communication efforts including leading a creative team to plan and develop events, marketing materials, press releases, press interviews and other strategic initiatives
- Supported Civic Council board, membership and directors as needed
 - Generated presentations, scripts, research and marketing materials for various Civic Council meetings and events
 - Staffed Kansas City Tomorrow program as needed generating presentations and scripts for high-level executive speakers

The Summit Group | Salt Lake City, UT/Overland Park, KS | Mar 2015 - Jan 2017

Account Manager | Subway Restaurant Accounts

- Developed, managed and executed local marketing/advertising plans across six Subway accounts within Kansas, Missouri and Illinois territory
 - Delivered insightful and energetic meeting presentations in front of market boards, working as partners to put creative and relevant plans in place to increase traffic, sales and profitability
 - Created and maintained meaningful client, vendor partner, and corporate relationships successfully engaging and empowering strong willed, apathetic or antagonistic clients
 - Wrote and disseminated marketing, sales, research and other important communication to clients, corporate and vendor partners daily

- Managed a complete marketing team of various disciplines including account coordinators, media strategists/buyers, art directors, copy writers, production specialists, public relations and accounting specialists to successfully create effective marketing/advertising campaigns.
- Developed new and seasonal product campaigns and marketing materials to be adopted by Subway Corporate ensuring national brand and legal standards
- Mentored account service team on client communication and client relationships

Bernstein-Rein Advertising | Kansas City, MO | Sept 2008 - Mar 2015

Senior Account Executive; Account Executive; Assistant Account Executive | McDonald's Restaurant Accounts

- Took a lead role in developing, presenting and executing holistic, annual marketing plans for six McDonald's accounts across the Midwest managing and maintaining multimillion-dollar account budgets and leading more than 45 annual client-account meetings
- Worked diligently to create and maintain meaningful client relationships gaining strong partnerships and trust amongst all types of owner-operator personalities and levels of engagement
- Conducted quantitative and qualitative research capturing market trends and discovering insights to guide marketing decisions at the regional and local level
- Worked closely with McDonald's corporate legal department to ensure that brand standards were thoroughly applied and upheld, and consumer brand perception was at the forefront of all external campaigns
- Mentored junior team members, and hired and trained account management department's interns, annually shaping their on-the-job learning experience
- Immersed in internal agency processes and account management functions; helped to create and implement stronger and more efficient agency processes

PROFESSIONAL DEVELOPMENT EXPERIENCES

Centurions Leadership Program | Kansas City, MO | Sept 2018 – Present

2020 Fall Cohort Active

- The Centurions Leadership Program of The Greater Kansas City Chamber of Commerce spends two years exploring the opportunities and issues of the Kansas City metropolitan area to best prepare the community's emerging leaders to shape the future of Kansas City
 - Co-chaired the Government Task Force and served on the Economic Development Task Force and the Diversity Equity & Inclusion Committee as a leader in those areas
 - Volunteers for community service projects
 - Learns about KC economic development at monthly, day-long task force meetings

McDonald's Worldwide Hamburger Marketing University | Oakbrook, IL | June 2013

- Participated in an eight-day advanced marketing seminar/workshop
 - Worked closely with a team of marketing/advertising professionals from around the world competing to create the best holistic marketing/media plans and presentation from scratch in less than two days' time; those plans were presented to and judged by top McDonald's executives
 - Awarded the prestigious Rita Hobin Team Award as the best overall team throughout the seminar/workshop

EDUCATION

The University of Kansas | Lawrence, KS | Graduated Spring 2008

Bachelor of Science Degree from William Allen White School of Journalism & Mass Communications

- University of Kansas Marching Jayhawks | 4 years
- The *University Daily Kansan* (School Newspaper) | Cartoonist & Contributor | 2 years
- Hillel Student Organization | event chairman and student leader | 4 years