

Stephen G. Barr

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OBJECTIVE:

To obtain a position in social media marketing, affiliate marketing or public relations that utilizes the achievements, skills, strategic thinking and leadership abilities that enable me to consistently exceed earnings goals under less than ideal economic conditions. Preferred work environment would be at a cutting edge startup or successful boutique digital marketing and or public relations firm, advertising agency or marketing consultancy in a highly collaborative, creative, progressive and urban environment.

SPECIALIZED SKILLS:

- **Networking** - Power Networker established on over 175 Social Networks, Bookmarking sites and Syndicated Blogs
- **eCommerce** - Ten years internet sales experience, eBay Powerseller, Amazon, CafePress, MSN. CC Bill & PayPal business partner, affiliate marketing and proprietary shopping cart administration.
- **Social Network Development** - Early developer of social networks, discussion forums, Usenet groups and BBS chatrooms since 1994.
- **Blogging** - 7-10 Years experienced blogger with over 25 active blogs on a variety of major platforms in syndication such as Google's Blogger, TypePad, Posterous, Live journal, WordPress, Tumblr, Plurk and more.
- **Packet Aggregation** - Early adopter of this journalistic style which is the process of joining multiple packets together into a single transmission unit, in order to reduce the overhead associated with each transmission.
- **Strategic Alliance Building** - Experienced in propagating formal relationships between two or more parties to pursue a set of agreed upon goals or to meet a critical business need.
- **Event Planning & Production** - Experienced event planner and executive producer, and master of ceremonies at specialty events such as trade shows, seminars, concerts, celebrity "roasts", educational events, awards shows, and political fund raisers.
- **Media Relations** - Experienced media relations work with broadcast, print and digital media broadcasters and publishers. Press release writing, editing and distribution along multiple channels.

EXPERIENCE:

November 2006
to
Present

SGB Media Group, LLC
CEO & Group Publisher

Phoenix, AZ

Social media marketing, nonprofit administration & fundraising, public relations, niche social network development, email marketing campaigns, event planning and production. Publisher of over 20 syndicated blogs ranging in topics such as affiliate marketing, social media marketing, general marketing & public relations, Black Friday, computer software, computer hardware, human sexuality, adult content affiliate marketing, reverse mortgages, transpartisan politics and more.

The range of services offered clients are as follows:

- Social Network Profiles & Fan Pages
- Blogs
- Niche Social Networks
- Static Websites
- Adult Pay Sites
- Portal Sites

- eCommerce solutions
- eMail/Newsletter Campaigns
- Event Planning & Production
- Website Analytics & SEO
- Affiliate Marketing
- Strategic Alliance Management
- Business Development

*August 2008
to
September 2009*

GiveClicks.com
Director of Social Media

Scottsdale, AZ

Affiliate marketing & fund raising initiatives for nonprofits. Setup and managed all of this firm's social media marketing efforts within budgetary constraints on multiple platforms including Facebook, Twitter, Blogger and WordPress. Duties and responsibilities included:

- Built and managed corporate business blogs, social network profiles, online communities etc
- Managed the GiveClick brand, logo and product projects online.
- Built and sustained a wide client base through contacts in the social media.
- Defined the difference between vertical and lateral actions when it comes to customer or community engagement and determined how to leverage both.
- Managed market research projects and kept them up to date with the latest statistics and media figures.
- Monitored the different tools and methods of social media to set goals and achieve them.
- Built and managed the social media best practices and integrated them with PR, product marketing and event management.

*December 1998
to
November 2008*

Vintage Bass Trading Co.
Owner & Host

Sun City West, AZ

Vintage bass guitar appraisals, sales and restoration.

- Manufacturer's rep for over 25 product lines.
- Importer and US distributor for a high end electronics manufacturer.
- Executive Producer at the international "School of Bass" events held in 2004 & 2006 in Scottsdale, AZ.
- Attended the NAMM Show convention 2000-2007.
- First year online only retailer badge in the year 2000 and first year all digital media badge in 2002.
- Contributing editor for bass guitar valuation in the 2000-2006 Editions of "Official Vintage Guitar Magazine Price Guide".
- Contributing Editor at Bass Frontiers Magazine.
- Contributing feature writer at Basics Magazine.
- Host, moderator and administrator of "The Dude Pit" online bass guitar forum with over 5,400 registered members receiving as many as 3 million page views per month at peak.
- Moderator of the Bass Guitar Forum at The Fender Forum.
- Senior Sponsoring Member at Talkbass.com.

July 1996
to
September 2001

Sable Ridge Vineyards **Kenwood, CA**
Operations Manager & Cellar Master

Senior management position at multiple award winning boutique vineyard and winery. Responsible for the managing of all aspects of the Sonoma County operations and winemaking. Managed workflow at 3rd party facilities. Coordinated interaction between the operations group and marketing, sales, finance, grape and bulk wine supply and North Coast counterparts. Managed budgets on and offsite. Initiate, guide and manage short and long term planning for vineyard, winery and support facilities and equipment. needed. Represented winery at all offsite/award competitions,.

January 1990
to
August 1996

American Residential Appraisers **Manhattan Beach, CA**
CEO & President

Senior management position at this regional real estate appraisal and consulting firm. Expert witness for real estate litigation cases, feasibility studies, highest & best use analysis, adaptive reuse & engineering studies, tax assessment representation, loan restructuring/workout analysis, relocation appraisals, land use studies, diminution of value analysis.

December 1988
to
January 1990

Citicorp Savings, FSB **West Los Angeles, CA**
District Appraisal Manager

Senior management position at this federally chartered savings bank. Managed desk and fields appraisers with workload adjustments and job performance including, estimating, customer service skills, and time management.

Responsibilities:

- Managed Appraiser dispatch processes.
- Oversaw quality of appraisal handling
- Managed internal quality control program including accuracy to detail, tracking results, and ensuring general quality control and USPAP compliance.
- Ensured proper employee training, use and maintenance of all department computer hardware and software systems,
- Monitored and reported unit performance against established metrics standards.
- Worked closely with staff to ensure fair, accurate, and timely appraisals.
- Keeps current on state/territory regulations and issues as well as industry activity and trends.
- Provided technical support to appraisal staff as well as completing reviewed an ongoing random sampling of field work..
- Participated in the establishment of department goals and for implementing procedures and performance standards to achieve these goals;
- Responsible for the employment, promotion, associate performance evaluation, training, motivation, counseling, and discipline of assigned associates.

EDUCATION:

1981 **Monroe Community College** **Rochester, NY**
AA Marketing GPA: 3.15

* Student Association Vice President
* Student Member, Board of Trustees

1976 **Cardinal Mooney HS** **Rochester, NY**
HS Diploma General GPA: 3.25

* Ski Team Captain
* Varsity Tennis Team
* Junior Varsity Cross Country

1976 **US Military Intelligence School** **Denver, CO**
Certificate Imagery Interpretation GPA: 4.0

Top Secret Security Clearance, USAF Honorable Discharge

COMMUNITY INVOLVEMENT:

2009 Political Leaders Fellowship at The Center For Progressive Leadership.

Asst. Social Media Director at The Alwun House Foundation for the Arts.

Executive Director at Dad Found Not Lost nonprofit for father's rights.

Social Media Volunteer at The Ice House, Alternative Art Space