

# Steve Lee

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**Passionate and experienced marketing professional with a proven expertise in all areas of the marketing mix. Currently working in the sports retail market.**

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## Key Technical Skills

- Key Account Management
- Online/Digital Marketing
- Instore Merchandising / POP
- Agency Management
- Marketing Communications
- Budget Management

## Career Summary

### Callaway Golf Europe – June 2011-Present

Global manufacturer of premium golf clubs and golfing equipment under the Callaway and Odyssey brands. Present in over 3500 European accounts including key accounts, on and off-course retailers, online and distributors across 45 countries.

### July 2013 – Present – Key Account Marketing Executive, EMEA

Responsible for the implementation of all Callaway marketing activity across key European accounts combined with the development of general marketing activities across the European retail estate as a whole.

### Core Responsibilities:

- Develop and execute bespoke key account marketing plans with specific retailers and buying groups. Focusing on key product launches, sales driven promotions as well as reactive activity following Tour player successes or competitor activity.
- Management of retail co-marketing budgets for specific retailers, ensuring all expenditure is agreed with relevant stakeholders.
- Work directly with retailers marketing functions to produce relevant Callaway brand materials to fit respective retailer needs, maximising implementation and ensuring consistency of message.
- Proactively supply relevant information to ensure amplification of Callaway messages through all available communications channels.

## Achievements

- Built strong relationships with Callaway's largest retailers, improving existing communication channels to work on mutually beneficial marketing plans.
- Increased marketing activity and effective use of co-op budget contributing to a 53% increase on sales (vs PY) in [American Golf](#), who are currently Callaway's number one retailer.
- Launched 'Callaway News' a weekly trade communication, designed specifically to help over 2,000 retailers across all regions populate their own news and information sections with relevant and informative Callaway stories.

### June 2011 – June 2013 – Retail Marketing Coordinator, EMEA

Responsible for all in-store, online and promotional activity at retailer level, for the Callaway Golf brands. Working within a team of seventeen and an annual retail marketing budget of £1.8m.

## **Core Responsibilities:**

- Plan and create market-leading POS and display materials. Increase share of voice instore and showcase Callaway and Odyssey products effectively, in line with the annual marketing plan.
- Activation of promotional POS instore to highlight key products or seasonal ranges. Reacting quickly to relevant events within the market.
- Create and distribute effective online tools including web banners, images and videos, to showcase products, react to competitor activity and highlight sponsored athlete successes.
- Partner with agencies to develop new and innovative initiatives to reach consumers through existing digital channels.
- Monitor and evaluate the effectiveness of campaigns with both quantitative and qualitative data.

## **Achievements**

- Implemented the [eyeFIT programme](#) for Odyssey, a simple way for consumers to self-select the best putter for their game. Launched with striking POS instore and [a new iOS app](#) which was downloaded over 1000 times within a week of going live.
- Launched uDesign, an online golf club configurator, which allowed consumers to personalise a Callaway driver. Led the development of the European website and created bespoke assets for key accounts and online retailers to use to communicate the product offering to their consumers.
- [Online promotion](#) resulting in the sell-through of 3000 drivers (112% vs. target) introduced across Europe, following a tour victory by a Callaway sponsored athlete.
- Increased the number of in-store display units in the market by 40% by improving the offering and working with the sales team to ensure effective distribution. Introduced a new series of golf ball displays in line with 2012/3 objectives to grow this category, implemented in 900 stores.

## **Fisher Outdoor Leisure Ltd – 2010-2011**

Second largest distributor of cycling products into the UK market. Over 50 brands in the current portfolio. Sales of £29m in 2011 through the nationwide network of stockists and online retailers.

### **Jan 2010 – May 2011 – Marketing Executive**

Working with the Directors and Head of Marketing on all marketing activity for the commute and leisure cycling category. Responsible for brand building and increasing market share through effective trade and consumer communications. Annual total marketing budget of approx £0.85m.

#### **Core responsibilities**

- To create and implement comprehensive marketing plans for fifteen commute and leisure brands within a budget of £300k.
- Responsible for launching Kanshi, a new brand of premium folding bikes. Executing an integrated marketing plan across a number of platforms.
  - **Online** – writing and building a new website for Kanshi. Implementing and monitoring SEO programme to help drive traffic to the site.
  - **Social Media** – Launching and maintaining Facebook and Twitter accounts.
  - **Advertising** - Including print, outdoor and online.
  - Various other channels including PR, direct marketing, in-store merchandising and national cycling events.
- Revamping the Vavert brand with a new look and feel. Creating fresh brand guidelines and overhauling all marketing channels.
- Act as brand guardian, leading all creative processes to ensure consistency in communications. Working closely with the in-house design team to create effective advertising campaigns and online experiences.

### **Key achievements**

- Worked with key retailers (including Evans Cycles, Cycle Surgery and Wiggle) to ensure that the Kansi story was told effectively and consistently both online and instore.
- Fantastic launch into the market for Kansi, a brand which became a key player in the folding bike market, within a year. Crucial in its contribution to year on year growth for the Fisher Outdoor Leisure business.
- Launched an outdoor media campaign, the first of its kind for Fisher Outdoor Leisure. Effectively targeted key commuter areas resulting in an increase of web traffic and consumer enquiries.
- Gained valuable shop floor space through the production of effective in-store merchandising materials including posters, logos, brochures and product displays.

### **Mac Tools (Stanley UK) 2003-2009**

Part of the Stanley UK business, supplying the automotive aftermarket with professional grade hand tools and garage equipment. Van based distribution via a network of 140 UK based franchisees. £8m gross sales in 2008.

### **2006-2009 – Marketing Executive / Trade Marketing Manager**

Working in collaboration with the Marketing Manager to plan and implement all marketing activity for Mac Tools. Targeted with growing sales through new routes to market, within an annual marketing budget of £300k.

### **Core responsibilities**

- Manage all digital communications for Mac Tools, including the creation of a completely new website as well as numerous direct e-mail campaigns.
- Act as Product manager responsible for 50% of the total product mix. Including pricing, supplier negotiation, forecasting and promotions.
- Manage and develop a regional exhibition programme providing the catalyst for sales growth for the franchisee.
- Launch and manage a Telesales programme to generate sales and reduce excess stock. Liaise with the Customer Service team to ensure adequate training is given prior to all promotions.

### **Key achievements**

- Created and launched a website for Mac Tools. First UK web presence for the business generated over 1000 unique hits within 4 weeks of launch date.
  - Perceived reduction of inbound telephone calls requesting information now available online.
  - Provided new platform for potential franchisees to view important information.
- Introduction of e-mail marketing provided a new promotional channel for Mac Tools.
- Following a change in strategy and a full process review, regional exhibition sales increased by over 800% and the efficiency of the programme dramatically improved.
- Promotional programme contributed in reducing excess and obsolete inventory by 30% whilst reaching aggressive sales targets each month.
- Telesales programme resulted in a new selling platform and over £200k of incremental sales in the first year.

### **Education**

BA (Hons) Degree in Business Studies. 2:1. University of Northampton  
Diploma in Industrial Experience

### **Personal**

I enjoy keeping fit by participating in a number of sports including football, cycling, running, and squash. My other main passion is music. I have played the piano for over twenty years, achieving ABRSM Grade 6 in piano and Grade 5 in music theory.