

stephanie stark

ADVERTISING AND STRATEGIC MARKETER

I am a digital crafter. I'm a growth marketer, digital strategist, entrepreneur, and brand builder who loves fresh ideas, ambitious challenges, fast-paced startups, and energizing conversations. Experienced inbound marketer and communications designer with 6+ years of experience making online communities grow, designing content and strategies for several brands and companies worldwide.

M. stephannie.stark@gmail.com M. +1 206 397 2004 L. linkedin.com/in/stephanie-stark B. behance.net/stephaniestark W. stephaniestark.art

EDUCATION

BACHELOR

Advertising and Strategic Communication

ITESO (2013-2018)

LANGUAGES

ENGLISH: Bilingual

SPANISH: Native

SKILLS

Professional
Attention to detail
Organized
Data Oriented
Teamwork
Proactive

Microsoft Office Suite
Adobe Creative Cloud
Figma / Sketch
Wordpress
HTML5
CSS
Campaign Managers
CRM Manager
Google Analytics

CERTIFICATIONS

GOOGLE - Google Analytics
HUBSPOT - Marketing Certification
CRISIS TEXT LINE - Crisis Counselor
LINKEDIN - Power BI

WORK EXPERIENCE

EMAIL MARKETING & AUTOMATION MANAGER

HireAHelper | April 2021 - Present

- Day-to-day email planning and operations, including; scheduling campaigns, building project plans and workflows, gathering campaign briefs, capturing copy/design feedback, and quality assurance.
- Increase of Open Rate by 40.6%, Click Rate by 8.1% and CTR by 8.5% in 2021, compared to 2020. Unsubscribe Rate decreased by 50% during that same year.
- Manage and prioritize multiple, incoming requests while working cross-functionally with key internal and external stakeholders to drive progress and resolve issues to meet tight deadlines of preparation and deployment of newsletters, event and webinar invitations and follow-ups, and promotional e-commerce emails.
- Analyze reports of successful, deployed email campaigns on top tier marketing cloud platforms such as HubSpot, Confluence, and Google Analytics to search for any correlations in the data compared to past efforts.

BRAND MANAGER & EMAIL MARKETING COORDINATOR

Anexinet | September 2019 - March 2021

- Day-to-day email planning and operations, including; scheduling campaigns, building project plans and workflows, gathering campaign briefs, capturing copy/design feedback, and quality assurance.
- Create and analyze reports of deployed email campaigns on top tier marketing cloud platforms such as HubSpot, SeventhSense, Microsoft Dynamics, Power BI, and Google Analytics to search for any correlations in the data compared to past efforts and improve upcoming campaigns.
- Manage and prioritize multiple, incoming requests while working cross-functionally with key internal and external stakeholders to drive progress and resolve issues to meet tight deadlines of preparation and deployment of newsletters, event and webinar invitations and follow-ups, and promotional emails.
- UI Designer. Day-to-day design working process. Creation of the new brand identity of Anexinet and all the design materials and brand presentation to the company and clients.
- Design social media strategies, monitor marketing campaigns performance, run conversion tests, create and optimizing websites and landing pages, evaluate new technologies, tools and platforms, and help optimizing user funnels.

BRAND & CONTENTMARKETING STRATEGIST

Downtown Studio | March 2013 - Present

- Working closely with the Regional Marketing team to align on strategies, plans, and messages communicated in the local market. Plan, create and implement interactive marketing campaigns. Analyzing marketing initiatives and measure ROI.
- Supervising the creation of digital strategies based on KPI's to increase leads project sales, grow online communities, or develop content for multiple branding purposes.

BRAND & INBOUND MARKETER

OCHO Marketing | March 2017 - March 2019

- Create a strategy of growth marketing for distinguish national brands in tech, fashion and medical industries.
- Planned, supported, promoted and managed 6+ massive events and counting, including follow ups, marketing livestreams, photoshoots, videos, event planning, and event coverage (avg. ~92% event success rate).
- Created a Sales Enablement strategy resulting in a 96% increase of marketing qualified leads, continue to maintain and improve the strategy working with the account team.