

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.

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EDUCATION

BACHELOR

Advertising and Strategic Communication

ITESO (2013-2018)

LANGUAGES

ENGLISH: Bilingual

SPANISH: Native

SKILLS

Data Driven
Growth Focus
Attention to detail
Creative
Proactive

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

CERTIFICATIONS

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

WORK EXPERIENCE

GROWTH & EMAIL MARKETING MANAGER

HireAHelper | April 2021 - Present

- Strategically plan and execute email campaigns, including scheduling, project planning, brief gathering, feedback capture, and quality assurance.
- Increase bookings by 20% and revenue by 31% through email channels.
- 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 for preparing and deploying the campaigns.
- Analyze reports on HubSpot, Confluence, and Google Analytics to identify correlations and optimize future campaigns.

PROJECT MANAGER · Contract

Amazon Business | August 2021 - December 2022

- Strategic Campaign Management: Oversaw the successful launch of the Business Gift Guide, aligning with last-minute gifting trends.
- Achieved 3.4MM page hits (214% to goal; +196% YoY)
- Campaign Expansion - Back to School 2022: Spearheaded the launch of the Back to School 2022 campaign, resulting in +62.7% page hits YoY.
- Orchestrated comprehensive A.com/AB GW Campaigns for Holiday and Cyber Monday.

EMAIL MANAGER & 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 for preparing and deploying newsletters, event and webinar invitations, follow-ups, and promotional emails.
- UI Designer. Day-to-day design working process. Created the new brand identity of Anexinet, as well as all the design materials and brand presentations to the company and clients.
- Design social media strategies, monitor marketing campaign performance, run conversion tests, create and optimize websites and landing pages, evaluate new technologies, tools, and platforms, and help maximize user funnels.

BRAND & CONTENT MARKETING LEAD · Freelance

Downtown Studio | March 2013 - Present

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