

# Stephanie Stark

GROWTH 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, 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

## LANGUAGES

ENGLISH: Bilingual

SPANISH: Native

## SKILLS

Data Driven  
Growth Focus  
Detail Oriented  
Creative  
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

### LIFECYCLE & CRM MARKETING MANAGER

*HireAHelper | April 2021 - Present*

- Strategically plan and execute email campaigns, including scheduling, project planning, brief gathering, feedback capture, and quality assurance.
- Relaunching our abandon cart series, which resulted in 380% growth in bookings and 860% growth in Revenue.
- 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 and report on campaign performance, A/B tests, 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.