Stephanie Stark

Growth and Strategic Marketer

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Summary

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.

Work Experience

Lifecycle & CRM Marketing Manager | *Porch Group* April 2021 - Present

- Strategically plan and execute email campaigns, including scheduling, project planning, brief gathering, feedback capture, and quality assurance.
- Relaunched our abandoned 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 and 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 Amazon.com and Amazon Business gateway 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 marketing cloud platforms such as HubSpot, SeventhSense, Microsoft Dynamics, Power BI, and Google Analytics to find correlations with past efforts and improve upcoming campaigns.
- Manage and prioritize multiple incoming requests while working cross-functionally with key internal and external stakeholders to meet tight deadlines for newsletters, event and webinar invitations, follow-ups, and promotional emails.
- UI Designer: Created the new brand identity of Anexinet, as well as all design materials and brand presentations for 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.
- Supervise the creation of digital strategies based on KPIs to increase leads, project sales, grow online communities, or develop content for multiple branding purposes.

Education & Certifications

Bachelor's Degree, Advertising and Strategic Communication | ITESO
Certifications: Google Analytics Certification (Google); Marketing Certification (HubSpot); Power BI (LinkedIn Learning); Crisis Counselor (Crisis Text Line)

Skills

Core: Data-Driven, Growth Focus, Detail-Oriented, Creative, Proactive

Tools: HubSpot, Google Analytics, CRM Management, Campaign Management, Microsoft Office Suite, Adobe Creative Cloud, Figma, Sketch, WordPress, HTML5, CSS

Languages: English (Bilingual), Spanish (Native)