

# Stephanie Stanton

## SOCIAL STRATEGIST

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## Training + Certifications

Arena Academy | Digital Track '22

Bluebonnet Tech Fellowship '22

Advanced Google Analytics

StackAdapt Academy

## Skills + Software

- ◆ Social media strategy
- ◆ Social listening + audience building (Sprout Social, Audiense)
- ◆ Paid social, search, display, video, + programmatic ads
- ◆ Copywriting for SEO/social media
- ◆ Video production + editing
- ◆ Adobe Creative Suite + Canva
- ◆ Email/SMS Marketing (Klaviyo, Hubspot, Mailchimp)
- ◆ Google Marketing Suite
- ◆ Reporting + Analytics (Google Analytics, Looker Studio, Sprout)
- ◆ Shopify, Wordpress CMS
- ◆ HTML/CSS

## Education

West Virginia University

B.S. Journalism

## For Fun

Freelance Writer | Food & Beverage Recipes + Marketing | [Shift Meal](#)

## About Me

Accomplished, data-driven digital marketing professional with 6+ years of experience driving successful social media strategies, crafting authentic storytelling, and building passionate online communities across multiple platforms.

## Work Experience

### Climate Nexus

#### Senior Associate, Programmatic Ads

Oct '23 – present

- Craft and execute innovative omnichannel digital campaigns implementing \$100k+ monthly paid media spends across social, search, display, video, and programmatic channels.
- Conduct in-depth performance analysis using data-driven insights. Present comprehensive reports with key metrics and learnings to cross-functional partners, clients, and executive stakeholders.
- Provide strategic guidance and mentorship to junior team members and freelance content creators.

### Belle Isle Craft Spirits

#### Digital Marketing Manager

Sept '22 – Oct '23

#### Digital Media Coordinator

Jan '18 – Apr '20

- Developed and executed integrated social media strategy across Instagram, TikTok, Facebook, X, Pinterest, and Threads to boost brand awareness, engagement, and sales. Optimized content calendars based on platform-specific best practices.
- Maximized ecommerce revenue from organic and paid social channels through strategic community building and sales funnel optimization, resulting in a 211% YoY increase in sales attributed to social channels and a 27% increase in overall conversion rates.
- Directed and nurtured relationships with influencers, photographers, and designers. Oversaw execution of all creative assets, ensuring consistent messaging and brand standards.
- Presented comprehensive performance reports to executive leadership quarterly, highlighting key metrics, insights and strategic recommendations to achieve company goals.

### Institute for Contemporary Art

#### Digital Strategist

May '20 – Sept '22

- Spearheaded omnichannel digital strategy spanning social media, email marketing, and paid media to drive membership and fundraising, achieving a 40% YoY increase in membership.
- Developed and implemented social media strategies across Instagram, Facebook, X, LinkedIn, and YouTube, growing total following by 37% and YouTube subscribers by 262%.
- Produced and edited compelling video content tailored for YouTube, paid advertising, and social platforms, including long-form series, livestreams, and short-form, social-first videos.
- Managed a cross-functional team of contract designers, photographers, writers, and interns.