

# Stacy Mendoza

Senior marketing professional with expertise building full-funnel B2B digital media strategies across traditional and emerging channels. Proven ability to drive pipeline growth and brand engagement through integrated strategies that span digital, print, social, and executive communications.

## ***WORK HISTORY AND RELEVANT EXPERIENCE***

### **Marketing Consultant**

**Freelance | 2021 - Present | Remote**

I build global content programs that drive brand awareness, partner engagement, and digital conversions.

- **Campaign Strategy:** Oversee the collaborative development of multi-channel marketing strategies, align marketing goals with overall business objectives, and target audience needs.
- **Content Lifecycle Management:** Improve current content and spearhead the development of new SEO-focused content, ensuring content strategies unify marketing efforts.
- **Channel Coordination and Consistency:** Develop accurate, relevant, and high-resonance messaging, and partner with internal teams to ensure implementation across all digital touchpoints.
- **Market & Customer Knowledge:** Refine and update competitive analysis, marketing tactics, and emerging technologies to inform campaign strategy. Develop sales/tear sheets with in-depth knowledge of common business challenges and how client products help solve those challenges.
- **Reporting and Optimization:** Monitor and report on the effectiveness of campaigns. Develop and communicate insights, optimizations, and/or pivots needed.

### **Senior Marketing Manager**

**Sourcing Industry Group | 2018 - 2021 | Remote**

Partnered with sales, events, and external agencies to deliver B2B content and campaigns that elevated SIG's brand in the procurement and supply chain sector.

- **Co-Marketing:** Created partner marketing campaigns with industry media to drive qualified leads and partner engagement across key verticals.
- **GTM Strategies:** Led paid search and SEO strategies to support partner initiatives, events, and drive corporate memberships.
- **Customer and Market Intelligence:** Achieved YoY growth in organic traffic and event attendance through strategic content marketing, guided by customer research and competitive analysis.
- **Thought Leadership:** Managed ghostwritten executive content and branded podcast to position SIG leadership as industry voices.
- **Cross-Functional Impact:** Collaborated with executives and events team to craft messaging for speaking engagements and partner-facing media opportunities.

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## Content Management and Public Relations Manager

American Culinary Federation | 2016 - 2018 | St. Augustine, FL

Led end-to-end marketing and PR programs to elevate brand visibility and strengthen partnerships within the culinary industry.

- Owned editorial strategy and content development for digital publications and newsletters, increasing reader engagement and partner visibility.
- Executed social campaigns and live-streamed events to amplify partner brands and grow audience reach.
- Collaborated cross-functionally with executives, events, and sales to craft messaging, run-of-show scripts, and secure event sponsorships.

## Board Relations Analyst

Deutsche Bank | 2015 - 2016 | Jacksonville, FL

Worked in the Wealth Management division to create board books for meetings of the board of directors overseeing ETFs.

- Coordinated all communication and document production for fund board meetings.
- Wrote and edited proposals, summaries, and resolutions with internal/external stakeholders.
- Managed digital distribution and archival of board materials via CMS.
- Conducted document research and responded to compliance inquiries.

## Editor

Hart Research Associates | 2007 - 2013 | Washington, D.C.

Editor and copywriter for a national polling firm with political, corporate, and nonprofit clients.

- Researched, edited, and reported on public opinion research for corporate and nonprofit clients.
- Wrote surveys, focus group guides, and executive summaries.
- Designed proposals and presentation decks under tight deadlines.
- Collaborated with analysts and account teams to align messaging with client goals.

### Content & Digital Marketing Skills

- B2B Content Strategy & Development
- Lead Nurture & Email Campaigns
- SEO/LLM Optimization
- Newsletter Management & Editorial Strategy
- Executive Thought Leadership
- Social Media & Event Promotion
- AI Tools for Content Creation

### Marketing Technology & Analytics Skills

- HubSpot, Salesforce (CRM, Email, PPC)
- Google Analytics, Bing Webmaster Tools
- WordPress, Drupal CMS
- Podcast Production & Distribution
- Performance Tracking & KPI Reporting

### Project & Stakeholder Management Skills

- Cross-Functional Collaboration (Sales, Events, PR, Executives)
- Vendor & Agency Management
- Event Messaging & Media Training
- Asana, Smartsheet, Notion, Accelo

