

Stacy Mendoza

OVERVIEW

Writer, editor, and B2B marketing consultant specializing in content creation, project management, and demand generation. I have success turning audiences into customers through persona marketing, creative storytelling, and multifaceted content distribution tactics.

WORK HISTORY

Marketing Consultant

Freelance | March 2021 - Present

- Oversee ongoing updates to website content, functionality, and design to enhance the user experience
- Leverage AI tools to create optimized long- and short-form content: whitepapers, case studies, social media, infographics, podcasts, email campaigns, and ghostwritten bylines
- Editorial leader for digital publications and newsletters
- Manage external agencies, stakeholders, and freelancer relationships

Senior Marketing Manager

Sourcing Industry Group | Jan. 2018 - Feb. 2021

- Leveraged multi-channel marketing strategies to drive MQLs and SQLs
- Managed paid ads, podcast, organic SEO strategies, and strategic relationships
- Track record of hitting aggressive goals for web traffic, events, and leads

Content Management and Public Relations Manager

American Culinary Federation | June 2016 - Jan. 2018

- Editor-in-Chief for culinary magazine, blog, and website content
- Built and executed a diversified social media plan for events and content
- Managed external PR agency, videographers, designers, and writers

INDUSTRIES SERVED

- * Supply chain
 - * Finance
 - * Insurance
- * Building services
 - * SaaS
- * Higher education
 - * Life sciences
 - * Membership associations
- * Property services
 - * Hospitality

TECHNICAL EXPERTISE

- AI-powered content creation
- Salesforce and Hubspot (CRM, Social, Email, PPC)
- Podcasting platforms
- Drupal and WordPress CMS
- Google Analytics and Bing Webmaster Tools
- Project management tools (Asana, Accelo, Smartsheet, Notion)

