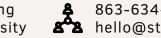
STACYMENDOZA.COM

Stacy Mendoza

OVFRVIFW 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. Marketing Consultant WORK HISTORY 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: **INDUSTRIES** whitepapers, case studies, social media, infographics, podcasts, email SERVED campaigns, and ghostwritten bylines * Supply chain • Editorial leader for digital publications and newsletters * Finance • Manage external agencies, stakeholders, and freelancer relationships * Insurance * Building services Senior Marketing Manager * SaaS Sourcing Industry Group | Jan. 2018 - Feb. 2021 * Higher education Leveraged multi-channel marketing strategies to drive MQLs and SQLs * Life sciences Managed paid ads, podcast, organic SEO strategies, and strategic relationships * Membership Track record of hitting aggressive goals for web traffic, events, and leads associations Content Management and Public Relations Manager * Property services * Hospitality 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 TECHNICAL AI-powered content creation EXPERTISE • 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)



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