

Stacy Mendoza

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 | 2021 - Present | Remote

I provide marketing strategy, copywriting, and content strategy for clients in higher education, SaaS, finance, supply chain, and procurement software.

- Currently managing a full website redesign and rebranding campaign
- Develop, execute, and report on segmented lead-nurturing strategies
- Create optimized long- and short-form content: whitepapers, case studies, infographics, video scripts, and ghostwritten executive bylines
- Manage digital publications and newsletters
- Manage external agency and freelancer relationships
- Optimize web content for SEO and LLM search
- Use AI tools to expedite creative briefs, social content, and competitive research

Senior Marketing Manager

Sourcing Industry Group | 2018 - 2021 | Remote

Worked across sales, events, and with external agencies (PR, media, paid social) to leverage Sourcing Industry Group's position as the premier professional membership association for procurement, risk, and supply chain professionals.

- Created multi-channel marketing campaigns to drive MQLs, SQLs, and event attendance
- Managed paid ads, organic SEO strategies, and strategic relationships
- Track record of hitting aggressive growth goals for web traffic and event attendance
- Established executive thought leadership program to promote founder and executive viewpoints
- Worked with CEO and events team to draft executive talking points and conduct media training
- Owned the creation, launch, and content development for podcast

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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)

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WORK HISTORY (CONT.)

Content Management and Public Relations Manager

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

Responsible for all aspects of marketing and public relations for professional chefs organization.

- Editor-in-Chief for digital culinary magazine and newsletters
- Exploded brand awareness with an aggressive social media growth plan, including livestreaming events and culinary competitions
- Onboarded and managed external PR firm and bench of freelancers
- Worked with board members, sales, events team and executive director to draft talking points, script event "run of show" content, conduct media training, and attract sponsorships

INDUSTRIES SERVED

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

Board Relations Analyst

Deutsche Bank | 2015 - 2016 | Jacksonville, FL

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

- Coordinated and assisted in all aspects of board meeting preparation and follow-up: writing and editing meeting notices, proposals, agendas, executive summaries, flash reports, resolutions, minutes, and other documents
- Responsible for gathering, proofreading, and revising all documentation for fund board meetings in coordination with internal and external parties
- Responsible for distribution of all board meeting materials by uploading to content management system or coordinating printing of the materials
- Researched historical documents, including fund files, contracts, board minutes, and meeting records, and responded to inquiries and document production requests
- Interacted daily with all levels of a global organization and external service providers

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 results of quantitative and qualitative research
- Programmed and formatted surveys and questionnaires
- Worked with project analysts to draft focus group guides, surveys, and meeting materials
- Designed and edited reports, memos, proposals, executive summaries, and presentations
- Ensured project scope and progress met the proposal requirements
- Adapted to fluctuating deadlines, competing priorities, and collaborated across departments

