

Stacy Mendoza

Senior marketing, creative, and editorial professional with expertise building full-funnel 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, Managing Editor, Creative Director

Independent Contractor for Agencies, SaaS Companies, and Digital Publications Since 2021

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 and achieve full ROI.
- **Channel Coordination and Consistency:** Develop accurate, relevant, and high-resonance messaging. 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. Create and enforce editorial guidelines.

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.
- **Editorial and Thought Leadership:** Managed and produced ghostwritten executive content, online publications, and branded podcast to position SIG leadership as industry voices.
- **Cross-Functional Impact:** Collaborated with executives, external publications, and events to craft messaging for speaking engagements and partner-facing media opportunities.

CONTINUED 

Stacy Mendoza

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

