

# Stacy Mendoza

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

## INDUSTRIES

Supply chain  
Finance  
Insurance  
Marketing agency  
Building services  
SaaS  
Higher education  
Continuing education  
Association mgmt  
Property services  
Hospitality

## Marketing Consultant

Freelance | March 2021 - Present

- Make data-based decisions from CRM data
- Develop, execute, and report on segmented lead-nurturing strategies
- Create optimized long- and short-form content: whitepapers, case studies, infographics, email drip campaigns, and ghostwritten executive bylines
- Manage 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, 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

## TECHNICAL PROFICIENCIES

- Salesforce CRM (Lightning, Pardot, Social Studio)
- Hubspot CRM (Inbound Certified)
- Podcasting platforms
- Drupal and WordPress CMS
- Google Analytics
- Project management tools (Asana, Accelo, Smartsheet, Notion)

