

# Stacy Mendoza

**B2B Content and Digital Marketing Strategist** with experience leading partner-facing content programs, campaign execution, and thought leadership development. Proven ability to drive growth and engagement through integrated strategies that span digital, social, and executive communications.

## *WORK HISTORY AND RELEVANT EXPERIENCE*

### **Marketing Consultant**

**Freelance | 2021 - Present | Remote**

I build global content programs that drive MQLs, partner engagement, and digital conversions.

- Lead website redesign and rebranding initiatives, coordinate with SMEs, and enhance brand consistency across all digital touchpoints
- Create and analyze segmented lead-nurturing strategies, resulting in improved email engagement and MQL conversion rates
- Produce diverse B2B content that support sales campaigns and improves inbound lead quality
- Primary liaison with agencies and freelancers, streamlining communication and reducing project turnaround time
- Optimize web content using SEO tools and LLM prompts to improve page rankings, traffic and speed to client sites
- Leverage tools like ChatGPT to speed up creative briefs, generate social copy, and conduct rapid competitor analysis

### **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.

- Created partner marketing campaigns with industry media to drive qualified leads and partner engagement across key verticals
- Led paid search and SEO strategies to support partner initiatives and lead growth
- Achieved YoY growth in web traffic and event attendance through strategic content marketing
- Launched executive thought leadership content and branded podcast to position SIG leadership as industry voices, supporting partner-facing messaging
- Collaborated with executives and events team to craft messaging for speaking engagements and partner-facing media opportunities

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## 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 monthly digital publications, increasing reader engagement and partner visibility
- Executed multi-channel 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/SEM 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

