

STEPHANIE STILES

Communications Coordinator & Marketing Specialist

Communications coordinator and marketing specialist with extensive experience developing audience-focused content, managing communications projects, and supporting multi-channel marketing initiatives across healthcare, higher education, nonprofit, financial services, and B2B environments. Skilled in writing and editing content for diverse audiences and channels, coordinating review and approval workflows, managing communications calendars, and maintaining organized project documentation. Known for strong editorial judgment, attention to detail, proactive stakeholder communication, and the ability to manage multiple concurrent projects accurately and on schedule. Experienced in both agency and in-house environments, partnering cross-functionally with creative, digital, and leadership teams to support communications execution and organizational goals.

SELECTED ACCOMPLISHMENTS

- ◆ Maintained a Writing Stiles client relationship for more than 10 years, beginning as their monthly blog writer, expanding to serve as master editor for their annual calendar production for three years, and continuing as their quarterly newsletter writer. This sustained relationship reflects consistent quality, growing trust, and the ability to adapt as the client's needs evolved.
- ◆ Earned a UPCEA Silver Award for Strategic Recruitment Marketing at UC Irvine for leading an end-to-end gated lead generation and nurture campaign for a Coursera-based project management program, demonstrating measurable pipeline impact across a multi-channel enrollment funnel.
- ◆ Developed, managed, and measured integrated enrollment campaigns at UC Irvine, conducting A/B testing on campaign elements and using performance data to optimize messaging, content, and channel strategy across 20+ concurrent programs.
- ◆ Optimized a multi-channel financial services campaign at Echo by identifying a disconnect between strong email open rates and lower landing page conversion, then refining headlines, value proposition placement, and segmented CTAs. These refinements resulted in improved click-through rates and increased qualified form fills.
- ◆ Served as the final authority on regulatory compliance for copy and brand voice at Echo Marketing Agency, ensuring all client communications met applicable standards across healthcare, financial services, and regulated industry accounts.
- ◆ Functioned as the institutional memory for client brand voice at Echo, developing and stewarding brand standards for all new client accounts from initial website and materials development through ongoing campaign execution.

PROFESSIONAL EXPERIENCE

SR. COPYWRITER & CONTENT STRATEGIST

Jan 2018 – Nov 2025

Echo Marketing Agency

Orange, CA

- ◆ Developed and executed multi-channel communications strategies for healthcare, financial services, nonprofit, education, and B2B clients, writing audience-focused content across websites, email campaigns, newsletters, blogs, social media, digital ad copy, brochures, and promotional materials.
- ◆ Coordinated review and approval workflows, routing materials through subject matter experts, compliance stakeholders, and client leadership, managing revision cycles and version control to ensure accuracy and timely delivery.
- ◆ Managed communications calendars and coordinated recurring outreach initiatives, tracking deadlines, approvals, and distribution schedules across multiple simultaneous client engagements.
- ◆ Collaborated cross-functionally with strategists, account teams, designers, and subject matter experts to develop content aligned with organizational goals, brand standards, and audience needs.
- ◆ Performed editorial QA, proofreading, and content review to ensure clarity, accuracy, brand voice consistency, and messaging alignment across all deliverables.
- ◆ Maintained organized content libraries, revision histories, and project documentation to support consistency and on-schedule delivery across concurrent projects.
- ◆ Applied AI tools including Claude, ChatGPT, and Gemini to accelerate content development, editorial review, and workflow efficiency.

MARKETING & COMMUNICATIONS CONSULTANT

Aug 2016 – Present

Writing Stiles

Anaheim, CA

- ◆ Provided communications coordination and marketing content support for healthcare, education, nonprofit, financial services, and professional services organizations, managing projects independently across multiple simultaneous client engagements.
- ◆ Developed newsletters, email campaigns, blog posts, outreach materials, and audience-facing content aligned with each organization's mission, voice, and brand standards.

- ◆ Coordinated review and approval workflows with clients, subject matter experts, and stakeholders, maintaining version control and organized documentation throughout each project.
- ◆ Collaborated with clients and creative partners to develop content that connected organizational missions to audience needs and motivated action.
- ◆ Maintained organized content libraries, editorial documentation, and project records to support consistency and timely delivery across concurrent engagements.

MARKETING PROGRAM MANAGER

University of California, Irvine, Division of Continuing Education

Apr 2005 – Aug 2016

Irvine, CA

- ◆ Led marketing and communications for more than 20 academic and professional education programs at UC Irvine, developing and coordinating content across web, email, print, digital, social media, and event channels.
- ◆ Managed a communications calendar for multiple concurrent programs, coordinating enrollment outreach, newsletters, event communications, announcements, and seasonal campaigns aligned with academic cycles and institutional priorities.
- ◆ Wrote enrollment and admissions communications that conveyed program value clearly and warmly to prospective students, families, and professional audiences, supporting consistent enrollment growth.
- ◆ Collaborated cross-functionally with faculty, program directors, vendors, and internal departments to develop content aligned with institutional goals, community needs, and brand standards.
- ◆ Coordinated review and approval workflows with faculty, leadership, and internal departments, maintaining organized documentation and version control across all programs.
- ◆ Kept thorough records of approvals, revisions, and content versions across all programs, maintaining the organizational discipline needed to manage 20+ concurrent initiatives accurately and on schedule.

AREAS OF EXPERTISE

Communications Coordination, Marketing Communications, Multi-Channel Content Development, Copywriting & Editing, Brand Voice Stewardship, Audience-Specific Messaging, Editorial Review & QA, Proofreading, Project Coordination, Communications Calendar Management, Web Content Writing, Review & Approval Workflow Coordination, Newsletter Development, Version Control & Documentation, Cross-Functional Collaboration, Stakeholder Communication, Timeline & Deliverable Management, Email Campaign Management, Blog & Thought Leadership Content, Healthcare Communications, Nonprofit Communications, Higher Education Communications, Financial Services Content, Vendor & Agency Coordination, AI-Assisted Content Workflows

TOOLS & PLATFORMS

Content Development & Editorial

Microsoft 365 (Word, PowerPoint, Outlook) • Google Workspace • Adobe Acrobat • Grammarly • WordPress (working familiarity)

Project Coordination & Workflow

Basecamp • [Monday.com](https://www.monday.com) • Asana (working familiarity) • Trello (working familiarity)

Communication & Collaboration

Microsoft Teams • Slack • Zoom

Email, Marketing & Publishing

Constant Contact • Marketo • SurveyMonkey • Figma (content review)

AI-Assisted Workflows

Claude (Anthropic) • ChatGPT (OpenAI) • Google Gemini • Perplexity

AI application usage includes content development, research, messaging exploration, editorial review, and outline development.

EDUCATION

BACHELOR OF ARTS, ENGLISH (WRITING EMPHASIS)

Westmont College

Santa Barbara, CA

PORTFOLIO & LINKEDIN

<https://stephaniestiles.com>

<https://www.linkedin.com/in/stephanie-stiles-22223710/>