

STEPHANIE HART HARRIS

Versatile digital marketer professional with a passion for brand strategy. Skilled in Product Marketing, Digital Marketing Strategy, Content Strategy, Project Management, Social Media, SEO, Website Optimization, ABM Campaigns, Google Analytics, and Virtual Events. Focused on leveraging strategic communications that drive revenue.

PERSONAL INFO

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📞 (561) 312 - 6676

📍 Seattle, WA

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CAPABILITIES

- Go-To-Market Strategy
- Product Marketing
- Content Strategies
- Brand Awareness
- Demand Generation
- Digital Marketing
- Virtual Events
- Marketing Analytics
- Search Engine Optimization (SEO)
- Search Engine Marketing (SEM)
- Client Management
- ABM Marketing

CERTIFICATIONS

Certified Digital Marketing Professional
Digital Marketing Institute

Social Media Marketing
HubSpot

Advanced Sales Training
Dale Carnegie

wedi Certified Installer
wedi Corp

EDUCATION

Stetson University

*B.S. in Business
Major in Business Administration
Minor in Marketing & MIS*

PROFESSIONAL EXPERIENCE

Digital Marketing Manager

*HeadLight Technologies
2021 to Present*

- Launched and produced successful virtual events program, generating 950 leads at a \$39 Cost Per Lead, delivering \$1 million+ in business opportunity within the first 6 months.
- Created and drove a cohesive digital media strategy, improving brand awareness and engagement on social channels; +19% followers, +2x impressions, & +3.5x engagement rate.
- Spearheaded an employee social media advocacy program to provide guidance and tailored content, improving thought leadership positions and social selling opportunity.
- Accelerated a program for generating client use cases and project examples, including PR permissions, to strengthen brand positioning and support cross-functional team needs.
- Tools: Salesforce, Pardot, Tableau, Jira, Trello, Zoom, Google Workspace, and Microsoft Office Suite

Marketing & Sales Manager

*Patriot Flooring Supplies, Inc
2015 to 2021*

- Developed an organic digital strategy. Digital channels included email (23% - 30% average open rate and 6% click rate), social media (+57% impressions and +60% clicks), and e-commerce website which added a new target market (+15% orders and +5% order value).
- Formulated and led go-to-market (GTM) strategy to launch 45 new product lines which led to a 15% increase in total company revenue.
- Empowered a sales team to surpass targets and achieved growth from \$1.7 million to \$4.6 million in total managed account value over 5 years.
- Tools: Epicor P21, RubberTree Systems, Trello and Microsoft Office Suite

VIP Reservations & Sales

*The Breakers Palm Beach
2013 to 2016*

- Collaborated on a team to successfully meet monthly revenue and bookings goals while maintaining call standards.
- Individually recognized for setting the highest weekly revenue record of \$500K.
- Trained and motivated new team members to follow established team processes, including cross-functional team collaboration to ensure seamless guest experiences.