

# Stephanie Messenger

## **Content Marketing Manager**

Farmington, MN 55024

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9522559564

7+ years experience in social media, online and print advertising, website maintenance and copywriting.

Expertise in multiple digital marketing disciplines including social, e-mail marketing and content.

Coordinated design, production and delivery of marketing collateral and web content.

## Work Experience

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### **Marketing/ Project Manager**

Burnsville Heating & Air Conditioning, Inc - Burnsville, MN

November 2010 to Present

Conceptualized, wrote, edited and created content for ads, e-mail campaigns, newsletters, blog posts, social media campaigns, company memos and website. Managed a team of two customer service reps through training materials and workflow organization. Coordinated across multiple internally (sales, service, financing, etc) and collaborated with external consultants including account managers, digital designers and IT professionals.

Successes include:

Social Media Management: Established strong social media presence across Facebook including weekly posts and paid ads.

Copywriting & Content Development: Developed SEO content for the website, some site content, writing many blog posts and promotional messages.

PPC Advertising: Oversaw multiple successful search, display and mobile advertising campaigns, including writing and testing ad copy.

Digital Marketing & Print Campaigns: Oversaw the development and execution of many banner ads, retargeting campaigns, radio ads, direct mail pieces, inserts and print ads to coordinate with seasonal promotions.

### **Sales and Service Rep**

Frontier Communications - Burnsville, MN

December 2009 to November 2010

Handle customer billing and service inquiries using CRM, perform billing analysis, advice customers of current products and promotions, sell Frontier and Dish Network products and services based on customer need and process payments.

### **Marketing Intern**

ISD 196, Community Education - Rosemount, MN

May 2004 to August 2008

Grasp Employee

- Create press releases, buck slips, direct e-mails and brochures, photograph and videotape district sponsored events, and classes to be used in further marketing promotions, assist with events, edit community education catalogs and interview instructors and participants.
- Devised and implemented a process that allowed the Grasp program to operate more efficiently and reduce turn around time. Correct elementary math and reading tests, compile scores into a database, construct spreadsheets of scores and participants, and distribute mass mailings.

### **Sales Associate/Cashier**

Kohl's - Burnsville, MN

July 2002 to November 2005

Assist customers in store and over the phone, set displays, sell credit, set ads, process payments, returns and even exchanges, cashier.

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## Education

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### **Bachelor of Science in Marketing**

Saint Mary's University - Minneapolis, MN

December 2008

### **Associate of Applied Science in Business Marketing**

Dakota County Technical College - Rosemount, MN

May 2007

## Skills

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Social Media (7 years), Blogging (5 years), Microsoft Office (10+ years), Wordpress (5 years), Web Analytics (6 years), Copywriting (7 years), Copy Editing (7 years), Email Marketing (3 years), SEO (5 years), Content Marketing (7 years), Content Creation (7 years), Quarkxpress (4 years), Salesforce (3 years), Internal Communications (7 years), Customer Service (10+ years), Management (2 years), CRM (4 years), Creative Suite (3 years)