



STEFANO ACCORSI

CONTENT STRATEGIST

PROFESSIONAL SUMMARY

Creative and determined marketing content strategist with five years of experience in developing and executing content strategies that drive engagement and growth.

CONTACT

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WORK EXPERIENCE

Content Strategist | 2037-2040

The Brand Marketing Group

- Created and executed data-driven content projects, achieving a 30% increase in customer engagement rates
- Increased lead generation by 25% within a year through the development of trend-based marketing materials
- Implemented targeted content strategies and optimized content distribution, resulting in a 45% increase in website traffic

Marketing Specialist | 2035-2037

Marketing Solutions Agency

- Performed market research and data analysis, which resulted in a 15% increase in customer retention rates and a 10% rise in customer satisfaction scores
- Contributed to a 30% increase in lead generation through well-developed and executed marketing campaigns
- Developed a digital marketing campaign for a new product, which increased conversion rates by 5%

AWARDS AND CERTIFICATION

Employee Excellence (2036)

Marketing Solutions Agency

Certificate of Completion, Marketing Strategy Course (2035)

Marketing Experts Network

Promising Writer Award (2034)

Liberty State University Newsletter Editorial Staff

Certificate of Completion, Writing for Marketing (2034)

Liberty State University Department of Marketing

ACADEMIC HISTORY

Liberty State University | 2031-2035

Bachelor of Arts in Marketing Communication

- GPA 3.9
- President, University Marketing Aspirants
- Contributing Writer, University Newsletter