**STEPHANIE DISALVO**

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**Personal Summary** I love learning and developing strategies with a strong focus on analytics and storytelling.

**Professional Experience RuffCity Dog Walking**

April 2018 – February 2019 Marketing & Growth

* Social Media: creating content on Instagram to increase followers and generate leads. Increased followers by 150% in 3 months.
* Reviews: created targeted email campaigns to increase Yelp reviews. Increased reviews by 11% in 3 months.
* Increased client base 15% in 5 months.
* Email Marketing: created monthly newsletter, The RuffCity Reader, to engage and delight current clients.

January 2018 – April 2018 **Corcoran** *–* New York, NY  
 Marketing & Operations – CFR Team

* Developed templates and created personalized marketing collateral, including fact sheets, quarterly reports, listing videos, Facebook ads and pitch decks.
* Managed, designed, and created email marketing campaigns to promote new listings and increase attendance at open houses.
* Created a marketing timeline and budget, updating clients with web traffic reports along the way.
* Coordinated photography, floor plans and virtual staging for new listings.

May 2017 – December 2017 **The Commons** *–* New York, NY

Workplace Strategist

* Launch: collaborated with design/construction team to build new offices and improve current workspaces – optimizing member experience, security, access and vibe.
* Member Retention: organizing events and promotions to stabilize occupancy rate.
* Messaging: created style guidelines, keeping the use and promotion of The Commons brand consistent, and created monthly newsletter, The Commontary.
* Partnerships: added 20 new partnerships to create member perks in three months.
* Operations: reviewed current policies and made systems improvements.
* Design: one sheets, signage, ads, offers, and website improvements.

October 2016 – April 2017 **Spark Labs** *–* New York, NY

Community Director

* Project Management: responsible for opening new space in Midtown. Ensured construction was executed according to approved time, cost estimates and quality.
* Operations: fixed tech and facilities issues, and managed relationships with vendors.
* Sales: created and negotiated lease agreements, managed third party booking sites and nurtured inbound and outbound leads to work towards 100% occupancy rate. Increased occupancy to 65% in five months.
* Event Management: identified new opportunities for innovative events within tech and media to increase event attendance and capture new sales leads.
* Billing: managed all accounts and oversaw the accurate processing of payment transactions. Composed effective accounting reports, reporting to COO and CFO.

October 2013 – August 2016**Serendipity Labs** *–* Rye, NY

Marketing and Experience Coordinator

* Social Media Management: created content on Facebook, Twitter, LinkedIn, Google+ and Instagram to increase likes, followers, views, attendance at events and leads.
* Responsible for the success of two other locations, including training the staff in social media advertising and brand messaging best practices.
* Advertising: designed digital and print collateral, including banner ads, social media ads, event flyers, PowerPoint presentations, business cards, and newsletters.
* Email Marketing: created targeted campaigns with effective email copywriting and tracking results. Increased click through rate by 50% in six months.

January 2012 – July 2013**Shadyside Inn** – Pittsburgh, PA

Front Desk Manager

* Accounted for day to day operations between the hotel and local business.
* Trained new employees to ensure guest satisfaction.

May 2009 – May 2010**Hampton Inn** – Pittsburgh, PA

Front Desk Agent

* Greeter and reservation coordination.

**Volunteer Experience**

October 2015 – May 2016 **Yoga Instructor** – Purchase, NY

Teaching SUNY Purchase students Hatha Yoga

**Skills**

Software HTML (working knowledge), Python, Microsoft Office: Word, Excel, PowerPoint

Social Media Facebook, Twitter, LinkedIn, Instagram, Google+, Pinterest, SnapChat

**Education**

February 2019 – June 2019 **General Assembly** – Washington, DC

Data Science Immersive Program

Fall 2007 – December 2011 **University of Pittsburgh** – Pittsburgh, PA

Bachelors of Arts of Anthropology, Certificate in Latin American Studies.

Fall 2011 **Universidad Veritas** – San Jose, Costa Rica

Study Abroad Program, Environmental Studies and Spanish Literature