Isaac Stofko
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Portfolio: https://isaacstofkowebdev.onrender.com/
GitHub: https://github.com/isaacsto

Summary

Creative, data-literate, and emotionally intelligent marketing professional with a background in full-stack web development, team leadership, and creative writing. Known for blending technical expertise with storytelling, audience insight, and strategy. Proven ability to elevate teams, drive cross-functional projects, and build systems that scale. Excels in fast-paced environments where clarity, initiative, and voice matter.

Key Skills

- Content Strategy & Copywriting
- Brand Voice & Positioning
- Marketing Website Development
- Digital Analytics (GA4, GTM, Heatmaps)
- CRM / Email Marketing Tools
- HTML, CSS, JavaScript, PHP
- UX Writing & Interface Design
- Creative Writing, Research & Synthesis
- Customer Psychology & Retention Strategy
- Leadership & Cross-functional Collaboration

Professional Experience

Treehouse Marketing – Web Developer, Marketing Ops
Sep 2023 – Mar 2025 | Connecticut

- Developed and maintained conversion-driven marketing sites for national brands.
- Collaborated with designers, account managers, and PPC teams to improve UX and boost performance.
- Pitched and prototyped internal tools, including an AI-powered plugin for IT support.
- Regularly recognized for communication, clarity, and taking initiative.

Joe Coffee Company – Store Manager
Aug 2018 – May 2019 | New York, NY

- Oversaw full store operations, vendor relations, and day-to-day execution.
- Trained, coached, and evaluated staff while improving morale and efficiency.
- Managed merchandising, labor costs, and local promotional events.

Barista & Assistant Manager Roles (Joe Coffee, Burly Coffee, Starbucks)
2016–2023

- Developed a loyal customer base through deep engagement and clear communication.
- Led team coordination in high-volume environments.
- Known for emotional intelligence, problem-solving, and leading from within.

Projects & Creative Work

Thomas Cook Hair – Brand & Site Designer

- Created a lean, stylish business site reflecting brand ethos.
- Focused on voice, clarity, and design that converts.

Lead Prediction Tool – ML-Driven PPC Support

- Built a regression model to estimate leads and optimize ad spend.
- Framed findings to assist in strategic marketing discussions.

Galatea – Poetry & Code Hybrid

- Blended creative writing and programming language in a published piece exploring identity, masculinity, and automation.

Education & Certifications

BA in English Literature – Hunter College, 2018
Muse Scholar | Creative Writing Focus | Audre Lorde Award for Poetry

Full Stack Web Dev Certificate – UConn Bootcamp, 2023

Certifications

- Data Analysis with Python (freeCodeCamp)
- Machine Learning Specialization (Stanford)
- AI Fundamentals (IBM)
- Google Cybersecurity (Google)