

# Stephanie Pelczar

San Antonio, TX  
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(830) 446-0525

Marketing professional with experience in content writing, graphic design, social media management, SEO, digital advertisement creation and purchasing.  
Experienced in strategic communication, research, goal-tracking, and analytics.

Willing to relocate: Anywhere  
Authorized to work in the US for any employer

## Work Experience

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### **Senior Advertising Copywriter**

Veerspace Medical Marketing Agency - San Antonio, TX  
February 2019 to Present

Wrote copy for websites, social media advertisements, landing pages, blogs, and commercials. Edited and proofed junior copywriters work. Successfully completed several tasks simultaneously under pressure with deadlines. Clients included cosmetic and plastic surgeons nationwide.

### **Marketing/Branding Specialist**

Sessie Naturals - Boerne, TX  
July 2018 to Present

Responsible for all written copy for product descriptions, website maintenance, social media posts, blog, advertisements, and print media. Graphic design responsibilities included product branding/logo creation, social media creatives, website design, and advertising (photos, graphics, videos) for social media and Google. Utilizes SEO best practices, tracks web traffic via Google Analytics, monitors social media traffic with pixel and analytics.

### **Marketing Communications Coordinator**

Tuffwing UAV (Unmanned Aerial Vehicle) - Boerne, TX  
January 2014 to July 2018

Built a social media following; managed six social media sites  
Used Google Analytics to track customer behavior, acquisition, and conversions  
Planned marketing campaigns via collaboration with the Tuffwing PPK/GPS (post-processing kinematics/global positioning system) partner and onboard parachute manufacturers/suppliers  
Created email marketing campaigns and newsletters with MailChimp, tracking opens and clicks with MailChimp's analytics system and Google Analytics  
Created and contributed to the company blog, increasing traffic to the homepage  
Interviewed select customers for feedback purposes  
Generated and distributed customer surveys  
Trade show representative; generated a significant number of leads by communicating the value of the product to potential customers  
Produced marketing collateral for print, digital via Adobe Creative Suite- namely PhotoShop and Indesign

Advertising budgeting and purchasing for PPC (Google AdWords, Google Shopping, Facebook, Instagram ads)

Used Excel for reporting (pivot tables, slices, dynamic dashboards)

Consistently employed SEO best practices

Composed public relations/media content when necessary

### **Personal Trainer, Small Business Owner**

Self-Employed, Independently Contracted - Pinehurst, NC

February 2010 to December 2013

Sold personal training contracts

Kept a full appointment calendar

Created marketing plans that included social media, email, print and digital ads

Wrote detailed exercise and diet programs

Coached and mentored

Taught exercise techniques, goal-setting, and positive thinking

Tracked and recorded client's progress via weighing, tape measuring, and body fat analysis

Created and delivered presentations covering motivation, health and fitness topics

## Education

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### **Bachelor of Arts in Communication 3.6 GPA**

The University of Texas at San Antonio - San Antonio, TX

2016

### **Bachelor of Science in Biology, Premed 3.7 GPA**

Austin Peay State University - Clarksville, TN

2011

## Skills

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Ad budgeting (4 years), Marketing (4 years), Trade show (2 years), Adwords (3 years), Marketing Strategy (4 years), Social Media Management (4 years), Public Speaking (3 years), Public Relations (3 years), Graphic Design (4 years), Blogging (4 years), Adobe CS (4 years), Customer Relationship Management (8 years), Sales (4 years), Content Creation (4 years), Content Marketing (4 years), Writing (10+ years), Email Marketing (4 years), SEO (4 years), Excel (8 years), Illustrator, Digital Marketing, Indesign, Google Analytics, search engine optimization, Advertising, Photography, Social Media Marketing

## Links

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<http://ssp0879.wixsite.com/stephpelczar>

<https://plus.google.com/108221761525062206420>

<https://tuffwing.blogspot.com/>

<https://twitter.com/NaturalsSessie>

<https://www.facebook.com/sessionaturals/>

<https://www.facebook.com/suspirodesign/>

<https://www.instagram.com/sessionaturals/?hl=en>

<https://www.instagram.com/tuffwing/>

<https://www.linkedin.com/company/session-naturals/?viewAsMember=true>

<https://www.linkedin.com/in/stephanie-pelczar-062121144/>

<https://www.sessionaturals.com/>

<https://www.tumblr.com/blog/tuffwinguav>

## Military Service

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### **Branch: Army**

Service Country: United States

Rank: E5 Sergeant

October 2003 to May 2005

Intelligence Analyst, 3rd Battalion, 82nd Aviation Regiment, 82nd Airborne Division. Fort Bragg, North Carolina.

Was the Non-Commissioned Officer In Charge of an S2 section (security and intelligence). Holds an inactive top security clearance with the Department of Defense.

Commendations:

Also served from June 1997 to September 1999.

Was honorably discharged.

## Certifications/Licenses

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### **Hubspot Inbound Marketing**

September 2017 to October 2018

### **Google Adwords**

September 2017 to September 2018

### **Google Analytics**

September 2017 to September 2018

### **Certified Medical Transcriptionist**

August 2005 to Present

Kaplan University