


# Stephanie Elise Petras



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Over 7 years of creative marketing experience. Seeking a position within a passionate company to share and grow my design skills, knowledge, and love of marketing strategy.

Enthusiastic, self-motivated, and talented problem solver who knows how to meet deadlines without sacrificing creativity. Collaborates well in a team setting and dedicated to putting in long hours whenever needed. Well organized and resourceful with the ability to work productively in a fast paced environment while maintaining composure.

## *Skills & Abilities*

Inbound Marketing Strategy  
Illustrator  
InDesign  
Photoshop  
HTML5  
CSS3  
JavaScript  
Hootsuite  
Mailchimp  
Google Analytics  
Brand Development  
Photography  
Salesforce

## *Certificates*

### **Content Marketing Strategy**

DePaul University CPE, Chicago  
March, 2020

### **Google Analytics Individual Qualification**

Completion ID: 36080006  
Expires: August 11, 2020

## *Experience*

### **Marketing Assistant/Graphic Designer**

Sturges Property Group | January 2018 - Present

- Created and implemented a custom content marketing strategy for 4 Sturges companies which included scheduled blogs, videos, social media content, Google Ads, & email campaigns
- With persistence and strategy, advanced website SERPs from 12 to 1 and saw a 990% increase in monthly website visitor traffic in two years
- Created and manage Google Ads which receives 30,000 impressions and over 450 clicks per week
- Develop and design a variety of collateral such as print advertisements, event flyers, large format graphics, emails, digital signage, and other assets
- Produce comprehensive layouts and graphics with a keen understanding of type, color, illustration and photography
- Works with outside vendors such as ad agencies, printing services and web developers to facilitate the completion of projects
- Continuous planning, coordination, and execution of all social media and digital campaigns to support brand aesthetics and build engagement
- Spearheaded company wide employee social media engagement initiative which helped increase employee pride and company visibility
- Created new social media accounts that have surpassed previous efforts
- Continually improve, research, and identify trends in marketing efforts to help management spend in the right areas and while staying relevant in today's fast paced market

## *Licenses*

### **Indiana Real Estate License**

License Number: RB18001859  
2018

## *Education & Awards*

### **School of Fine Arts**

*Visual Communications*

*Web Design*

GPA: 4.00

Ivy Tech, Fort Wayne

2014 - 2016

52 Credits

### **Bachelor of Science**

*Interior Design*

Minor: *Art History*

GPA: 3.61

Purdue University, Fort Wayne

2007 - 2012

### **2016 Fort Wayne Advertising Honors Award**

Elements of Advertising

Logo Design

## *Experience Continued*

- Collaborate with sales teams to create original content which aligns with customers' questions and pain points while implementing strategic SEO and keyword research to help increase relevancy and search rankings
- Trained team members on current technologies and best practices which helped company branding efficiency
- As lead photographer helped increase number of listing views through better photographs which helped property turnover and lease rates
- Created new reports for management which lead to better decision making and forecasting
- Took initiative to clean up old data and records in effort to produce more accurate and measurable metrics
- Maintaining & reporting CRM contacts and activities of leads, prospects, clients, and former clients
- Manages the marketing for over 60 property accounts
- Assisted with closing over \$40.5 million in commercial real estate transactions
- Obtained Real Estate License to better serve brokers and prospecting clients

### **Web Design & Front-End Development Intern**

Cirrus ABS | April 2017 - May 2017

- Worked on design with input from project managers, account managers, and developers
- Designed wireframe & mockup R&D to support client's vision
- Built front-end custom site for a local e-commerce client using XSLT, .NET, HTML, CSS, Javascript, and SQL
- Learned company's .NET wireframe and custom CMS
- Discussed and gave input for e-commerce integrations with management

### **Administrative Assistant/Bookkeeper**

Maintenance Management | May 2015 - Sept. 2016

- Lead social media management and efforts to create engagement
- Managed website and content
- Maintained company cash book
- Administered payroll and helped with other HR functions such as benefits and insurance
- Ran monthly reports for Management and Accountant