

Stephanie Ogozaly

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RELEVANT WORK HISTORY

Mak & Ger, Los Angeles, CA (Remote) — marketing agency
Account Executive

Mar. 2014 – Dec. 2017

- Increased HubSpot Contacts from social media by 396% from 2015-2017 for agency's largest client, as well as increased clicks from social media by 21% in that time period
- Raised Twitter engagement rates over a 28-day period for allergy practice and staffing industry clients to 0.8% and 0.4%, respectively
- Contributed to the improvement of conversion metrics and other KPIs, both quarterly and YOY, by creating highly-targeted content assets paired with social media promotion
- Delivered sales-ready leads on a daily basis through inbound marketing tactics, including social media, blogging, press releases, infographics, eBooks, landing pages, and others
- Created and executed quarterly content calendars for clients, including deliverables
- Wrote email marketing messages deployed through MailChimp and Vertical Response

ToonUps, Wayne, PA — digital entertainment company
Social Media Associate

Aug. 2013 – May 2014

- Serviced 280,000+ Facebook fans and 2 million players of a Facebook game; monitored community feedback and responded to customers' comments, questions and emails
- Maintained daily activity on Facebook, Twitter, Pinterest, Instagram, and other platforms
- Tracked online marketing trends to apply new strategies to in-house campaigns

Merion Matters, King of Prussia, PA — healthcare publisher
Assistant Editor

Oct. 2012 – Feb. 2013

- Wrote and edited feature stories for print and web
- Initiated in-house content processes for website and e-newsletter; worked with creative, marketing, and web teams to develop strategy
- Worked within content management system to update and manage daily website
- Ensured compliance to editorial voice and style while preparing content for web

Intellisphere, Plainsboro, NJ — healthcare publisher
Assistant Web Editor

Dec. 2011 – Oct. 2012

- Developed social media campaigns and increased social media followers by 150%
- Monitored and evaluated Google Analytics data and metrics to guide editorial strategy
- Wrote and edited search engine optimized news, features, blogs and social media posts
- Filmed and edited videos for online distribution

FREELANCE WORK

Emphatic LLC, United States — social media content agency
Social Media Specialist (Contractor) (December 2015 - Present)
Editor (Contractor) (October 2016 – Present)

Dec. 2015 – Present

- Currently rank as one of the agency's top 10 social media writers
- Write posts for use on Facebook, Twitter, and LinkedIn to assist brands in a variety of industries in achieving an influential, on brand, and up-to-date social media presence
- Proofread and edit other writers' social media content before it is released to clients

CERTIFICATIONS

- Inbound Certification, HubSpot Academy (November 2016 to January 2019)

SKILLS / TOOLS

- HubSpot
- Adobe Photoshop
- Google Analytics
- WordPress
- Journalism / Copyediting
- HTML / CSS
- Search Engine Optimization (SEO)
- Social Media Marketing (SMM)
- HootSuite
- MailChimp
- Constant Contact
- Vertical Response
- Media Outreach
- Final Cut Pro
- Basecamp
- Microsoft Office Suite

EDUCATION

Utica College of Syracuse University, Utica, NY

Undergraduate Studies in Journalism and Broadcast, 2006 - 2009

(9 gen. ed. credits remaining)

Luzerne County Community College, Nanticoke, PA

Undergraduate Studies in Journalism, 2005 - 2006