

STEPHANNIE GIEROK

Marketing Consultant

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(331) 918-3502

123 Aurora Lane, Anchorage, AK 99501



PROFILE

Marketing Consultant with 5 years of experience in driving revenue growth and elevating brand presence for diverse industries. Expertise in crafting data-driven marketing strategies, optimizing digital channels, and executing successful campaigns. Skilled in content creation, social media management, and analytics. Strong communicator and collaborator focused on achieving measurable results and exceeding client expectations.

LINKS

[linkedin.com/in/stephanniegierok](https://www.linkedin.com/in/stephanniegierok)

SKILLS

SEO Optimization

Google Analytics

Social Media Management

Content Creation

Email Marketing

PPC Advertising

Brand Strategy

LANGUAGES

English

Spanish

HOBBIES

Photography

Calligraphy

EMPLOYMENT HISTORY

Marketing Consultant at Thrive Internet Marketing Agency, AK

Apr 2023 - Present

- Successfully launched a comprehensive digital marketing campaign for a major client, resulting in a 35% increase in website traffic, 25% growth in social media engagement, and a 20% boost in online sales within six months.
- Developed and executed a targeted email marketing strategy for a small business client, leading to a 50% rise in open rates, a 30% improvement in click-through rates, and a 15% increase in conversion rates over a one-year period.
- Implemented data-driven SEO optimization techniques for a local client's website, elevating their organic search ranking from page 3 to page 1 on Google within three months and resulting in a 45% increase in website visitors and a 30% uptick in leads generated.

Associate Marketing Consultant at Beacon Media + Marketing, AK

Aug 2018 - Feb 2023

- Developed and executed a successful digital marketing campaign for a local business, resulting in a 35% increase in website traffic and a 25% increase in online sales over a six-month period.
- Implemented a comprehensive social media strategy for a client, leading to a 50% growth in their organic followers and a 40% increase in engagement rates across all platforms within a year.
- Streamlined the company's internal project management processes, reducing project turnaround times by 20% and increasing overall team efficiency by 15%.
- Collaborated with the sales team to secure a major new client contract, generating an additional \$200,000 in annual revenue for Beacon Media + Marketing.

EDUCATION

Bachelor of Science in Marketing at University of Alaska Anchorage, AK

Sep 2013 - May 2018

Relevant Coursework: Marketing Strategy, Consumer Behavior, Market Research, Digital Marketing, Social Media Marketing, Brand Management, Advertising, Sales Management, Public Relations, and Product Development.

CERTIFICATES

Certified Professional Marketer (CPM)

Mar 2022