

Stephanie Ruben

Marketing Strategist

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Summary

Dynamic Marketing Strategist with over 15 years of comprehensive experience in brand development and digital marketing. Proven track record in elevating brand visibility by up to 62% and enhancing lead generation strategies, yielding significant performance boosts. Skilled in optimizing CRM systems to achieve substantial efficiency and customer satisfaction improvements. Committed to leveraging refined marketing techniques to drive exceptional results and foster growth within an innovative team environment, ready to contribute unique insights to any organization.

Work Experience

Freelance Writer, Graphic Design, & Digital Marketing, Day and Night Media LLC, Remote (Ohio), USA

10/2018 – Present

- Enhanced brand exposure by developing and executing targeted media plans.
- Optimized CRM systems to refine and improve the efficacy of marketing strategies.
- Established lead generation programs to successfully attract prospective clients.
- Designed persuasive marketing collateral to broaden and strengthen outreach efforts.
- Performed extensive market research to ensure marketing initiatives aligned with consumer trends, resulting in a significant boost to campaign performance.
- Authored and published the fiction novel *Teenage Girls and the Secrets they keep*, under the pseudonym Stephanie Kay, a carefully researched and executed work addressing teenage mental health in an engaging fictional format.

Contract- Brand Development & Strategy, Bottld Life DBA Bottld Media, Toledo, OH, USA

04/2024 – 03/2025

- Amplified brand visibility by 37% through innovative media planning
- Streamlined CRM systems, enhancing overall marketing efficiency
- Championed strategic initiatives that boosted lead generation by 37%
- Formulated content strategies that improved user engagement and brand loyalty
- Scrutinized consumer data to enhance conversion rates

Contract- Call-center Development & Strategist, Aerial Insight, Remote (Massachusetts), USA

03/2023 – 02/2024

- Crafted a marketing strategy to elevate customer satisfaction
- Optimized phone scripts to enhance communication efficiency
- Established a CRM system that increased customer satisfaction by 33%

PT Bartender, 21 West Lounge, Sylvania, Ohio, USA

08/2023 – 05/2025

- Provided precise drink service to enhance guest satisfaction
- Maintained bar cleanliness to streamline operations
- Trained new staff, fostering a skilled and collaborative environment
- Cultivated a welcoming atmosphere to elevate the guest experience

Business Development Manager, Erie Construction, Ohio, USA

02/2019 – 07/2023

- Ranked among the top 10 in productivity out of 150 peers
- Coordinated appointment scheduling to refine sales processes
- Generated \$1M in monthly revenue, showcasing robust business acumen
- Formulated targeted outreach campaigns to achieve significant results
- Promoted a collaborative team environment by mentoring new hires

Stay at home Mother, Children, Toledo, Ohio, USA

10/2016 – 02/2019

- Closed Agency to care for my baby with Hydronephrosis stage 4 of both Kidneys.
Enhanced family satisfaction through exceptional care
- Managed household finances with accurate cash handling
- Ensured a clean, nurturing environment

Marketing Director, Day and Night Media [Toledo's Night Out], Toledo, Ohio, USA

02/2009 – 10/2016

- Developed and implemented strategies that boosted brand visibility by 62%
- Optimized CRM interactions to enhance data management efficiency
- Launched an entertainment site that became a key nightlife resource and caught the attention of our local Free Press, which launched a lucrative partnership.
- Pioneered digital marketing strategies, leading to significant increases in online traffic
- Fostered strategic partnerships to strengthen brand loyalty

Account Manager - Marketing Manager, You're on Google, Toledo, Ohio, USA

01/2006 – 08/2009

- Promoted to Training Manager within three months due to strong leadership and effective sales training
- Achieved a 24% improvement in lead generation through targeted digital marketing campaigns
- Enhanced sales strategies by leveraging CRM systems for improved data management
- Increased lead conversion rates through comprehensive training for new hires
- Implemented feedback loops for agile adaptation of training content

Education

Bachelor of Business Administration, Marketing and Communications, The University of Toledo, Toledo, Ohio, USA

08/2001 – 09/2005

- Achieved a 3.8 GPA

High School Diploma, AP coursework, Sylvania Southview, Sylvania, Ohio, USA

09/1999 – 09/2022

- Graduated with honors; commenced College Preparatory Courses in 2001.

Skills

Digital Marketing Content Optimization Email Marketing Data Visualization
Marketing Analytics SEO Optimization Social Media Strategy CRM
Customer Insights Creative Thinking Brand Development Media Planning
Ad Operations Ad Analytics Cross-Channel Content Strategies
Paid Media Strategies Collaboration Industry Knowledge
Social Media Platforms IAB Ad Platforms CRM Systems Google Suite
Microsoft Office Project Management Software Communication
Remote Work Skills Adaptability Creative writing Website design and SEO
Content writing Drupal Market Research Analytical Skills
Federal 508 Compliance Web Site Management U.S. Citizenship
U.S. Federal Government Experience

Interests

Business Psychology Creative and Editorial Writing Continually improving
Continuously Learning