

STEPHANIE SCHECHTER

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SOCIAL

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PROFILE

As a creative copy and content specialist, I have spent the last several years serving as a voice for brands across various fields, most recently in the SaaS sector. I have a strong background in storytelling, advertising, and social media, originating in the outdoors lifestyle industry. Growing up surfing competitively in San Diego led me to seek sponsorship through networking and self-branding, helping me realize my passions for marketing and writing. I am currently seeking opportunities in the creative marketing space.



EDUCATION

University of California,
Santa Barbara

Bachelor of Arts, Class of 2017
Major in Communication, Minor in Professional Business Writing
College of Letters & Sciences Honors Program



PROFESSIONAL EXPERIENCE

Marketing Copywriter
Raken
March 2019 - March 2020

- Wrote all copy for blog, email, landing pages, social media, eBooks, contributed articles, bylines, and other marketing collateral
- Managed all company social media pages, including Facebook, Instagram, LinkedIn, and Twitter, creating both organic posts and paid campaigns and increasing engagement by over 100%
- Worked cross-functionally under tight deadlines to write content for a full website redesign and three major product launches

Writer
Hansen Surfboards
June 2017 - April 2019

- Blog posts published weekly on the Hansen's blog, reaching audiences of over 100,000 through the website and various social media channels
- Articles cover topics such as traveling, surfing, lifestyle stories, trends

Marketing Intern
Hofmann Architecture
November 2016 - May 2017

- Managed the LEED certified firm's social media pages, increasing Instagram follower count by 16% over 6 months
- Wrote copy, emails, and articles for bi-monthly newsletter

Grandstands Server
Santa Barbara Polo & Racquet Club
May 2016 - October 2016

- Served food and drinks to thousands of high profile VIP members during professional polo matches
- Helped in preparation for polo matches, assisting with customer service

Style Blogger
SWELL.com
March 2014 - March 2015

- Weekly blog posts on the SWELL style blog with segment "Slice of Life"
- Wrote fashion reviews, lifestyle stories and surfing tips while utilizing SEO strategies



SKILLS

- Copywriting
- Marketing
- Web copy
- Campaign Development
- Project Management
- Photo Editing
- Social Media



LEADERSHIP

UC Santa Barbara Surf Team Captain, 2014 - 2017

- Selected and coached over 30 team members, organized practices, planned budget, represented team at UCSB Sport Club Council
- Submitted rosters and led 14 time national title holding team for all NSSA (National Scholastic Surfing Association) contests along the California coast

Coordinator of Isla Vista Memorial Paddle Out, 2014 - 2017

- Organized yearly paddle out for 500-1000 students, honoring those lost in the tragic shooting in Isla Vista in May 2014