

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, finding my niche in the tech space. 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.



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 WRITING EXPERIENCE

Copywriter - Surflines
April 2021 - Present

- Develops and maintains company-wide voice, tone, and copy guidelines.
- Crafts copy for websites, apps, emails, ad-campaigns, push notifications, organic social, marketing collateral, and more.

Content Marketing Specialist - Brain Corp
August 2020 - April 2021

- Developed and executed content marketing, social media strategy, and internal communication plans, managing company social media profiles and increasing followers and engagement by 10% each month
- Wrote blog posts, landing pages, email copy, and case studies on complex technical topics regarding AI and robotics

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, working cross-functionally under tight deadlines to write content for a full website redesign and three major product launches
- 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%

Writer - Hansen Surfboards
June 2017 - April 2019

- Crafted posts published weekly on the Hansen's blog, reaching audiences of over 100,000 through the website and various social media channels

Marketing Intern - Hofmann Architecture
November 2016 - May 2017

- Wrote marketing copy and managed the LEED-certified firm's social media pages, increasing Instagram follower count by 16% over 6 months

Style Blogger - SWELL.com
March 2014 - March 2015

- Wrote weekly blog posts on the SWELL style blog with lifestyle segment "Slice of Life," utilizing SEO strategies and blog best practices



SKILLS

- Copy / Content Writing
- Marketing
- Social Media
- Content Management
- Campaign Development
- Project Management



LEADERSHIP

UC Santa Barbara Surf Team Captain, 2014 - 2017

- Led 14-time national title-holding team for all NSSA (National Scholastic Surfing Association) contests along the California coast while managing team budget

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