

Shelby Stewart

Marketing Director

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Marketing Professional with 10 years of diverse marketing experience across multiple industries, seeking an opportunity to leverage my skills in strategic planning, team leadership, and innovative campaign execution to drive results for a dynamic organization.

EDUCATION

B.A. in Cinema & Television Arts

California State University, Northridge
2011-2015

SKILLS

Email Marketing
Paid Search (Google Ads)
Social Media Marketing
Search Engine Optimization (SEO)
Search Engine Marketing (SEM)
Website Content Management
Video Production
Adobe Creative Suite
Google Analytics
Constant Contact
Canva
Marketing Automation Tools

ACCOLADES

2019 Edward R Murrow, Best News Documentary

2019 Edward R Murrow, Excellence in Innovation

Disney Professional Intern

REFERENCES

Upon Request

EXPERIENCE

Employnet

● Marketing Director · January 2024 - Present

- Developed and executed comprehensive marketing strategies to drive brand awareness, customer acquisition, and revenue growth across multiple channels, resulting in a 20% increase in sales in Q1.
- Lead team of marketing professionals, fostering a collaborative and high-performing culture. Directed all aspects of team operations, including goal setting, performance management, and skill development, resulting in 5 new clients & 150 new associates
- Leveraged data-driven insights and market trends to optimize marketing campaigns, effectively allocating budgets and resources to maximize ROI.

● Marketing Manager · October 2021 - January 2024

- Lead the marketing department, managing a team of professionals and overseeing all marketing initiatives.
- Achieved consistently high open rates of over 45% for monthly Client, Associate, and Internal Employee newsletters.
- Successfully attracted two new clients within a two-month period through strategic Google Ads campaigns.
- Led streaming commercial ad campaigns resulting in 500+ individuals securing new jobs within six months.

● Digital Content Producer · January 2021 -October 2021

- Spearheaded the creation and management of engaging multimedia content for training, social media, and promotions
- Crafting compelling content tailored to our prospects, clients, and associates, with a focus on motivation, inspiration, education, and information dissemination, spanning various digital platforms.
- Achieving remarkable results, including the acquisition of thousands of followers and likes, and garnering over 1 million views on video content distributed across popular platforms such as TikTok, Instagram, and Facebook.

Brighter Image Lab

Executive Producer · December 2019 - January 2022

- Conceptualized, planned, researched, wrote, shot, edited, created graphics/thumbnails, SEO optimized, closed captioned, and uploaded YouTube videos spanning 3 to 10 minutes in length. This comprehensive approach ensured high-quality content creation and discoverability.
- Strategized, researched, wrote, shot, edited, posted, and tracked social media content across diverse channels. My efforts contributed to a 500% audience engagement and growth, further strengthening our online presence.
- Led the end-to-end production of broadcast-ready commercials ranging from 15 to 90 seconds in length. This involved ideation, scripting, shooting, editing, and post-production to deliver impactful promotional content.
- Continuously engaged in research and development to pioneer innovative content ideas and techniques, staying ahead of industry trends and ensuring content remained fresh and engaging.

KXXV

Creative Service Producer · January 2018 - December 2019

- Authored, edited, shot, and produced station promotions, as well as commercials for local businesses and daily topicals. This involved scriptwriting, video production, and post-production to ensure high-quality promotional materials.
- Generated videos, graphics, and images for various digital platforms, news specials, and the station website. My creative contributions enhanced the station's digital presence and storytelling capabilities.