

Stephy C. Mahoney

Current Address

2111 S 11th St. Apt B
Waco, TX 76706.

Stephanie_Mahoney1@baylor.edu
(214) 803-9130

Portfolio: <https://stephymahoney.com/>

Permanent Address

1306 Harbor Hills Drive
Allen, TX, 75013

EDUCATION

Baylor University – Waco, TX

Bachelor of Arts

Graduation: Dec 2024

Major: Journalism

Minor: Child and Family Studies

Relevant Coursework: Reporting and Writing for Media, Editing, Advanced Editing, Law and Ethics of Journalism, Media Photography 1, History of Photography, AI in Mass Communication

EXPERIENCE

Sewell Automotive Companies

Summer – Winter 2023

Marketing and Sales Intern

- Conducted market research and analysis on customer demographics, resulting in identifying a new target audience for the dealership and increasing sales by 15% in the targeted market.
- Coordinated and executed successful promotional events, resulting in an increase of foot traffic to the dealership by 30% during the events.
- Developed and executed email marketing campaigns, resulting in a 25% increase in email open rates and a 10% increase in click-through rates, surpassing industry benchmarks.
- Utilized various media platforms to deliver informative and engaging information and conducted research to uncover exclusive insights and that captivate audiences and increase customer loyalty and satisfaction.

The Baylor Lariat

Fall – Spring 2023

Staff Writer

- Conducted in-depth research and investigative reporting to uncover and report on important stories for the local community, resulting in over 20 published articles in reputable news outlets.
- Demonstrated exceptional writing skills by consistently meeting tight deadlines, producing an average of 3 articles per week for publication.
- Utilized various multimedia platforms, including social media and video, to engage with readers and expand the reach of published articles by 40%.
- Conducted interviews with high-profile individuals, including politicians and community leaders, resulting in exclusive insights and breaking news stories.

The Olive Branch

Fall 2021 – Summer 2022

Shift Lead – Olive Branch Waitress

- Demonstrated exceptional communication and interpersonal skills to engage with customers and address their needs, resulting in a customer satisfaction rate of 95%.
- Trained and mentored new hires, resulting in a 20% reduction in staff turnover and improved overall customer service ratings.
- Successfully increased sales by 15% by providing personalized menu recommendations and building trust with regular customers through attentive service.
- Effectively collaborated with kitchen staff and managers to ensure seamless communication and timely delivery of orders, resulting in a 10% increase in order accuracy and a 5% reduction in wait times.

ACTIVITIES & ACHIEVEMENTS

Student Mobilization (STUMO)

Fall 2020 – Present

Student Outreach Chair

- Facilitated and led engaging bible studies, increasing participation by 25% and faith-based community at Baylor.
- Developed and implemented a mentorship program for incoming Freshmen, resulting in an increase of 30 new members for the program and increased student satisfaction with the transition to college life.

SKILLS, ACCOMPLISHMENTS, & INTERESTS

Skills: Investigative Journalism, Broadcasting, Research, Writing, Editing, Public Relations, Social Media Management

Interests: International Relations, Reading, Volunteer Work, Community Leadership, Faith, Debate