

Stephanie C Rasmuson

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(214) 803-9130

EDUCATION

Bachelor of Arts

Baylor University – Waco, TX

Major – Journalism, News Editorial

Relevant Coursework – Website Development, Principles of Advertising/Marketing & PR, Photography I, Photography II, Advanced Photography III, Reporting and Writing for Media, Advanced Editing, Law and Ethics of Journalism, AI in Mass Communication

EXPERIENCE

Business Development Representative

Arena at PTC

- Demonstrated interpersonal skills to engage with customers and address their needs, resulting in a customer satisfaction rate of 92%.
- Prospected and qualified leads for Arena's cloud-based PLM and QMS solutions, targeting mid-sized to enterprise-level manufacturing companies. Arena software capabilities, industry use cases, and competitor offerings to effectively position value to prospects.
- Maintained accurate records of activities, pipeline, and customer information in Salesforce CRM.
- Produced increased sales by researching target accounts to identify key stakeholders, business needs, and relevant industry trends using tools such as ZoomInfo and Salesloft.

The Baylor Lariat

Staff Writer, Reporter & Photographer

- Conducted in-depth research and investigative reporting to uncover and report on important stories for the local community, as well as interviews with high-profile individuals, 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 55%.

Sewell Automotive Companies

Marketing and Sales Associate

- Conducted market research and analysis on customer demographics, resulting in increased sales by 15% in the targeted market.
- Coordinated and executed successful promotional events, resulting in an increase of foot traffic by 30%.
- 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.

PART-TIME ACTIVITIES

Contract Photographer

- Captured high-impact action shots, candid moments, and professional portraits during live sporting events, social outings, and scheduled shoots to deliver dynamic content under tight deadlines for use in marketing purposes.

SKILLS, ACCOMPLISHMENTS, & INTERESTS

Skills: InDesign, Adobe Photoshop, Adobe Suite, Dreamweaver, Bridge, Search Engine Optimization (SEO), HTML/CSS, Canva, WordPress and Squarespace

Awards: Baylor Photography Portfolio Competition Finalist, Sewell Automotive Companies "Intern of the Summer"

Interests: Reading, Weightlifting, Volunteering, International Studies, Traveling, Design, and Ministry