

GRAYSON STEPANEK, MBA, PCM, CDMP

Mission-Driven Marketing Leader | Storyteller | Expert Communicator

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OVERVIEW

Brand marketing leader with a proven record of creating mission-driven, multi-channel marketing campaigns that elevate community connection, drive revenue growth, and amplify brand value across digital, retail, and experiential channels. Blends purpose-driven storytelling with effective project management and data-backed strategy to build beloved, high-impact brands.

EXPERIENCE

Director of Marketing & Communications | Goodwill Acadiana (June 2024 – Present)

- Drove consecutive YoY donor growth (3.6% & 3.8%) and accelerated YoY retail revenue growth (9.6% & 14.5%) over two years.
- Generated 2.1M+ impressions (+494% YoY) and +93% interactions on Facebook in second year, alongside 425,000+ Facebook impressions and 64,671 website visits (+108% YoY) in first year.
- Develop & lead integrated multi-channel marketing campaigns across digital, social, email, SMS, OTT/CTV, and in-store channels, emphasizing local impact and boosting community engagement.
- Collaborate with cross-functional teams across retail, mission services, and senior leadership to ensure alignment of marketing goals with business objectives and present actionable results to executive leadership and the Board of Directors.
- Position Goodwill Acadiana as a community-first brand through integrated communications and values-based storytelling.
- Redesigned agency [website](#) and brand position to improve brand value and community engagement.
- Pioneered new growth marketing channels: Google Ads, email, news, OTT/CTV, LinkedIn & TikTok.

Marketing Consultant | AssuranceAmerica (June 2023 – Aug 2024)

- Revitalized digital presence and creative direction through rebranding, generating historic levels of organic social engagement in a regulated insurance environment.
- Posted 48 of 50 all-time highest-performing posts
- Previous Positions: Social Media Marketing Coordinator, Social Media Intern.

Communications & Marketing Graduate Assistant | University of Louisiana at Lafayette (Jan 2023 – May 2024)

- Posted top two and 35 of 45 all-time highest-performing Instagram posts

Graphic Design Intern | Sigma Chi Fraternity (Apr 2022 – Dec 2022)

EDUCATION

Master of Business Administration | University of Louisiana at Lafayette (Jan 2023 – May 2024)

- Concentration: Entrepreneurship | 4.0 GPA

Bachelor of Marketing | University of Louisiana at Lafayette (Aug 2018 – Dec 2022)

- Minor: Mathematics | Cum Laude – 3.62 GPA | Honors graduate

CERTIFICATIONS & LEADERSHIP DEVELOPMENT

- Goodwill Industries International's Senior Leader Program (2026): *Accepted into Goodwill's exclusive leadership program aimed at developing local Goodwill directors into senior leaders*
- American Marketing Association: [Professional Certified Marketer](#) (PCM)
- Digital Marketing Institute: [Certified Digital Marketing Professional](#) (CDMP)
- Executive Coaching ([Deb Betsch](#))
- Leadership Lafayette Class 38 (2025): *Accepted into exclusive leadership program because of community leadership & impact*

- AI: [Claude 101](#), [AI Fluency for Nonprofits](#), [AI Fluency: Frameworks & Foundations](#), [Introduction to Claude Cowork](#)
- [Google Ads Display Certification](#)
- LANTEC Corporate Training: [Strategic Decision Making & Problem Solving Certificate](#)

TOOLS

- Claude, Google Ads, Mailchimp, Adobe Photoshop, GroundTruth, Placer AI, ClickUp, Microsoft 365, Meta Business Suite, LinkedIn, TikTok, Wix, ChatGPT, Google AI Studio, Wispr Flow, Google Suite

ACHIEVEMENTS

- Acadiana's Top 20 Under 40 (2025): *Recognized for impactful community leadership & marketing innovation at Goodwill Acadiana*
- The705 Most Valuable Board Member (2024)
- Outstanding Business Master's Graduate (Spring 2024): *Recognized as the top graduate for academics, campus & community involvement, & overall leadership*
- Outstanding Graduate Student of the Year (2024) & Outstanding Senior of the Year (2023)
- New Student Convocation Speaker (2023): *Addressed a crowd of 3,000+ freshmen, inspiring them with my collegiate journey and providing them with life advice*
- UL Lafayette Homecoming Court (2022)
- Outstanding Marketing/Recruitment Award (2022)

COMMUNITY LEADERSHIP & SERVICE

- the705 Young Professionals: President (2026); President-Elect (2025); Civic Chair (2024)
- Leadership Institute of Acadiana: Board of Directors (2026 – Present)
- UL Lafayette College of Business Alumni Chapter: President (Apr 2025 – Present)
- One Acadiana Ambassador (Jan 2025 - Present)
- Sigma Chi Leadership Institute Servant Leadership Facilitator (2023 - Present)
- Sigma Chi Lafayette Alumni Chapter: Founder (Present) & President (Jan 2023 – May 2024)