

# GRAYSON STEPANEK, MBA, PCM, CDMP

Full-Stack Marketing Leader | Storyteller | Purpose-Driven Brand Builder

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## OVERVIEW

Brand marketer 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)

- 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
- Drove 3.6% YoY growth in donors, 9.6% YoY growth in retail revenue, 211,700+ social media impressions (+32% YoY), and 64,671 website visits (+108% YoY) in first year
- 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 senior 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 vision through effective project management to align with customer feedback and improve brand value and engagement
- Pioneered new marketing channels: PPC, email, news, OTT/CTV, LinkedIn & TikTok, and audio
- Hosted first-ever Greater Good Donation Drive, garnering 3,252 lbs. of donations (163% of goal) & 29,000+ organic Instagram impressions

### 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, attained 100,000+ organic impressions, and increased LinkedIn followers by 19%
- 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 highest-performing posts ever on Instagram

### 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

- American Marketing Association: [Professional Certified Marketer](#) (PCM)
- Digital Marketing Institute: [Certified Digital Marketing Professional](#) (CDMP)
- Google Ads Display [Certification](#)

## TOOLS

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

## ACHIEVEMENTS

- Acadiana's Top 20 Under 40 (2025): *Recognized for community leadership & marketing innovation at Goodwill Acadiana*
- Leadership Lafayette Class XXXVIII (2025): *Accepted into exclusive leadership program because of community leadership & impact*
- The705 Most Valuable Board Member (2024)
- Outstanding Business Master's Graduate (Spring 2024): *Recognized as top of my class 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 Hall of Fame Inductee (2023)
- UL Lafayette Homecoming Court (2022)
- Outstanding Marketing/Recruitment Award (2022)

## COMMUNITY LEADERSHIP & SERVICE

- the705 Young Leaders for a Better Acadiana: President-Elect (Jan 2025 – Present); Civic Chair (2024)
- UL Lafayette College of Business Administration 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)