

Stephanie Rasmuson

(214) 803-9130 | stephrasmuson@gmail.com | www.linkedin.com/in/stephrasmuson

EDUCATION

Baylor University

Waco, TX

Bachelor of Arts in Journalism - News Editorial, Minor in Photography

May 2020 – Dec. 2024

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

WORK EXPERIENCE

Lead Reporter

Dec. 2025 - Present

New Boston Post

Boston, MA

- Manages multiple columns, Spotlight and The Beacon Hill Whisperer. Conducts weekly interviews through “Spotlight” which highlights high-profile subjects, political figures, and established businesses across the city.
- Publishes 20+ articles monthly as the “Beacon Hill Whisperer” highlighting arts and entertainment, live events, alongside food reviews based on popular consensus.
- Expands readership engagement through data tracking, strategic social media outreach, and multimedia storytelling to strengthen communication networks.

Contract Photographer

Sept. 2022 – Present

Freelance, Baylor University

Boston, MA

- Captures dynamic, high-impact action shots, candid moments, and professional portraits for brand marketing, personal, and professional use.
- Delivers fast-turnaround content for live events, sports, and portrait sessions while always maintaining quality.

Business Development Representative

May 2025 - Dec. 2025

Arena by PTC

Boston, MA

- Prospected mid-market and enterprise clients, built relationships with key decision-makers, and contributed to a 92% customer satisfaction rate.
- Delivered consultative pitches by identifying business needs and competitor offerings while maintain detailed pipelines and activity logs within Salesforce.
- Researched target accounts using ZoomInfo and Salesloft to develop highly targeted outreach that increased qualified leads and overall sales opportunities.

Staff Writer, Reporter & Photographer

Aug. 2022 – Dec. 2024

The Baylor Lariat

Waco, TX

- Delivered high-volume content averaging 3 articles weekly, while maintaining the highest level of editorial quality; collaborating closely with editors and media teams, gaining firsthand experience with editorial workflows and audience engagement strategies.
- Produced business researched stories, conducted personal and professional subject interviews, and published articles across digital and print outlets.

Marketing and Sales Associate

May 2022 – Dec. 2024

Sewell Automotive Companies

Dallas, TX

- Conducted demographic and behavioral research to guide campaign strategy, resulting in lifted market sales.
- Coordinated and executed email marketing and promotional events that increased showroom foot traffic by 30%.
- Leveraged multimedia platforms to deliver compelling branded content that strengthened customer loyalty and storytelling impact.

TECHNICAL SKILLS

Marketing Disciplines: Digital Advertising • Social Media Strategy • Content Marketing • SEO • Multimedia Storytelling • Visual Branding

Creative Systems: Photoshop • InDesign • Bridge

Developer Tools: HTML/CSS • WordPress • Squarespace • GoDaddy

Revenue Platforms: Salesforce • Salesloft • ZoomInfo • CRM • SaaS