



RAEHEL STONE

Fractional Digital Designer
& Administrative Specialist

CONTACT

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CORE SKILLS

Brand Identity & Visual Design
Web Design & Development
Social Media Marketing
SEO & Analytics
Digital & Print Production
Administrative Operations
CRM Management
Client Communication & Coordination
Content Creation
Real Estate Marketing

TOOLS & TECH

Wix	Squarespace
WordPress (Blog)	Adobe Creative Suite
Google Workspace	Microsoft Office
Google Analytics	Email Mktg Tools
Social Media Platforms	CRM Systems
	CMS Systems

EDUCATION

B.B.A. Accounting & Finance
American Intercontinental University

A.A. Business Administration
Coastal Carolina Community College

Graphic Design Certificate
Shaw Academy

Web Design Certificate
ONLC Training Centers

Google Analytics Certification
Skillshop

PPC with Google Ads
LinkedIn Learning

U.S. Army, AIT Graduate with Honors

PROFESSIONAL SUMMARY

Results-driven marketing and design professional with 10+ years of experience spanning digital design, web development, real estate marketing, and business administration. Founder of Stepping Stone Marketing & Web Design, delivering tailored branding, responsive web solutions, and strategic social media support that helps small businesses grow their digital presence. Skilled at bridging creative execution with operational efficiency across corporate, entrepreneurial, and real estate environments.

PROFESSIONAL EXPERIENCE

STEPPING STONE MARKETING & WEB DESIGN

2015–Present

Fractional Digital Designer & Administrative Specialist

Virtual

- Design and maintain digital and print materials aligned with brand guidelines and platform standards
- Build and refresh Wix and Squarespace websites with responsive layouts and SEO-friendly structure
- Format WordPress blog posts with clean headers, optimized images, and SEO-ready structure
- Manage social media content calendars, graphics, and platform-specific formatting
- Support small businesses and real estate professionals with client communication, listing coordination, and workflow organization
- Provide administrative support including CRM/database maintenance, scheduling, document creation, and vendor coordination

BEACON BUSINESS CENTER

2020–2021

Assistant Store Manager & Graphic Designer

Sheridan, MT

- Managed daily store operations, customer service, and inventory control
- Designed marketing materials and coordinated digital and print advertising
- Published and distributed a local community newsletter
- Developed and maintained the business website

CBRE, INC.

2018–2019

Client Services Coordinator

Walnut Creek, CA

- Produced proposals, marketing materials, and property information packages
- Ensured brand consistency across all communication channels
- Managed databases and provided front office operational support

PARAGON REAL ESTATE GROUP

2015–2016

Executive Assistant / Production Coordinator

San Francisco, CA

- Managed transaction timelines and compliance documentation
- Coordinated vendors for property preparation, staging, and marketing
- Designed and implemented print and online marketing materials

BLUE MOUNTAIN REALTY

2014–2015

Marketing Coordinator

Vacaville, CA

- Managed company websites and social media accounts
- Wrote and edited sales and marketing content
- Coordinated advertising programs, events, and signage
- Handled budget tracking, vendor communication, and internal hiring processes

RESORT CLOSINGS

2010–2013

Escrow Agent

Bozeman, MT

- Managed global timeshare transfers with strict legal compliance
- Created document templates and trained new team members
- Maintained strong client relationships through clear communication and exceptional service