



Stephanie Ross

 Boston, MA (relocating in January 2019)

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 Available upon request.

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PROFESSIONAL EXPERIENCE

Senior Account Executive, Public Relations
Account Executive, Content & Public Relations
Assistant Account Executive, Public Relations
Mower Agency

January 2018-Present
June 2016-January 2018
November 2015-June 2016
Boston, Massachusetts

Simultaneously manage six public relations client accounts (15 overall) in B2B technology, nonprofit, hospitality and other industries at both the global and local levels. Spearhead communications strategy resulting in \$2.5 million state-funded grants for the launch of a nonprofit organization. Direct strategic communications by establishing brand messaging and voice, managing media relations and PR activities, and maintaining social media channels. Successful placement of stories in Tier 1 publications like The Boston Globe, Boston's NPR News Station (WBUR), Bloomberg Television, Boston 25 News, Budget Travel, and NBC News. Act as day-to-day client contact and account manager, keeping billable hours within contract budget.

Awards: Publicity Club of New England's Gold Bell Ringer 2018 award winner for On a Shoestring Campaign and Silver Bell Ringer 2018 award winner for Nonprofit Communications Campaign.

Freelance Writer/Editor + Marketing Support Services
Stephanie M. Ross

January 2014-Present
Boston, Massachusetts

Pitch, write and edit articles for various publications and organizations including the U.S. Association of Blind Athletes, The Jewish Voice Rhode Island, Perkins School for the Blind, and others. Assist clients with marketing communications strategy, social media management and drafting, copywriting, website copy, public relations activities and more in the financial advising, architecture, construction, and marketing industries.

Marketing Coordinator
ICON Architecture

May 2014-November 2015
Boston, Massachusetts

Managed company brand and fully executed company rebrand. Assisted business development team by managing more than 50 proposals, accomplishing ten wins totaling over \$68.8M in new projects. Managed website and blog through Drupal CMS, increasing followers by 68 percent. Other tasks include social media management, media relations, writing and editing tasks as needed.

Public Relations Coordinator
K Strategies Group

June 2013-December 2013
Dallas, Texas

Maintained public relations activities for the Dallas Love Field Airport's Modernization Project including press release writing, social media, stakeholder email marketing campaigns, and marketing collateral. Planned and managed media relations for a 250-person Art Gallery Reception for Love Field's Art Program. Assisted the public involvement team with website management, graphic design, feature writing, and meeting planning for the Texas Department of Transportation.

CERTIFICATIONS

Notary Public
Commonwealth of Mass.
Oct. 2014 - Oct. 2021

Digital Marketing Foundations; Content Marketing; Social Media; Mobile Marketing
Market Motive Practitioner Certifications
June 2016

MEMBERSHIPS, ACTIVITIES & INVOLVEMENT

Salzburg Global Seminar - Fellow
Publicity Club of New England
Delta Gamma Fraternity

Public Relations Society of America - Boston Chapter
Massachusetts Association for the Blind - Volunteer
American Association of Advertising Agencies

EDUCATION

Emerson College
Master of Arts in Integrated Marketing Communication

January 2017-December 2018

The University of North Texas
Bachelor of Arts in Strategic Communications; Minor in Political Science

August 2010-May 2013