



Stephanie Martinovich

Marketing executive with 10 years of experience building brand identity for startups and non-profits through all forms of marketing communications. Proven writer, strategic thinker, idea generator and manager/mentor.

Hobbies include: gardening, holistic health, foreign travel, and writing fiction.

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ACCOMPLISHMENTS

- Built a successful corporate brand through guerrilla marketing
- Pitched a media story published in the *Wall Street Journal*
- Created eNewsletter with 500 new subscribers within first year
- Led redesign of web site that doubled in web traffic
- Implemented a successful rebrand and Brand Guidelines
- Managed, mentored and led marketing team of 4
- Launched a marketing and freelance writing business

EXPERIENCE

COMMUNICATIONS OFFICER 2010 - PRESENT LEMESLON-MIT PROGRAM/MASSACHUSETTS INSTITUTE OF TECHNOLOGY

Develop and execute a nationwide public education and awareness campaign designed to stimulate public interest in invention.

- Develop and manage public relations and marketing strategies associated with all program initiatives
- Responsible for developing all communication materials generated by the program, including videos, photo shoots, online advertising, brochures, and other marketing collateral
- Manage all vendors, including photographers, videographers, and the public relations' firm
- Responsible for developing and managing budgets
- Work with program and grant officer to develop and implement marketing and advertising tactics to recruit for awards and grants
- Manage social media activity and web measurement with Google Analytics
- Led a rebranding effort which included a redesign of company logo, Drupal website and all marketing materials

FREELANCE WRITER & CONSULTANT 2009 - PRESENT

Clients include non-profit organizations, fashion/indie magazines and a healthcare analytics startup. I help build their brand awareness on a cost conscious effort. This includes anything from creating their web site, to marketing programs that include email campaigns, social networking, events, and public relations.

DIRECTOR, MARKETING COMMUNICATIONS 2008 - 2008 HEALTHEDGE SOFTWARE

- Developed corporate and product positioning and wrote all marketing communication materials
- Managed public relations firm and secured all appropriate media interviews/story placements in industry trades
- Planned and managed tradeshow events and a quarterly webinar series
- Created direct email programs and new product launches to drive sales

(CONTINUED ON REVERSE)

EDUCATION

Bachelors of Science in
Journalism
Minor in Art History

Suffolk University, Boston, MA
May 1998

VOLUNTEER

Brigham and Women's Hospital
Boston, MA
Volunteer Reiki Practitioner
March 2012- May 2014

Bosnian Born Art Exhibition
Boston, MA
Public Relations
October 2012-January 2013

AFOS Fundacion
Cordoba, Argentina
English Teacher
May 2009 – June 2009

MANAGER, STRATEGIC MARKETING DXCG, INC.

2002 - 2008

Developed and led marketing and public relations strategy in the global and U.S. market

- Wrote all marketing communication materials, including case studies, byline articles, web site and advertising copy
- Created an eNewsletter, which had over 500 new subscribers
- Planned and managed annual User Conference and all industry tradeshow events
- Led web site and collateral redesign and development
- Developed and led execution of direct mail campaigns and new product launches to drive sales
- Secured industry related speaking engagements for company president
- Secured media/story placements in numerous industry publications
- Developed annual marketing plan and budget

MARKETING MANAGER EMAGINE, LLC.

2001 – 2001

- Wrote all company literature, including white papers and e-business articles
- Produced sales presentations and e-business workshops
- Extensively researched e-business, b2b market trends, and competitors
- Created innovative PR campaign that produced company recognition in an online marketing industry publication

MARKETING SPECIALIST IMARK COMMUNICATIONS

2000 - 2001

- Wrote press releases, direct mail, sales collateral and web site content
- Maintained web site's general look and feel along with style/content consistency
- Attracted media coverage to all events through various PR/advertising promotions
- Cultivated friendly working relations with marketing vendors in development of new branding for event
- Developed and maintained marketing budget
- Assisted Marketing Director in developing effective marketing strategies and programs to drive event sales

STATE REPRESENTATIVE AUTOMATED BUSINESS DEVELOPMENT

1998 – 2000

- Monitored and maintained Blue-Sky registrations for 8 states in compliance with mutual fund state regulations using proprietary software program to track sales for individual mutual funds
- Acted as liaison between Automated Business Development and each state to remain current on regulatory changes in compliance laws
- Built corporate account client relations with each state's mutual fund analyst