

STEPHANIE SCHECHTER

stephanieschechtersocial@gmail.com

stephanieschechter.me

858 342 9379



SOCIAL

LinkedIn: stephanie-schechter

IG: @stephanieschechter



PROFILE

As a creative copy and content specialist, I have spent the last several years serving as a voice for brands across various fields, most recently in the AI tech sector. I have a strong background in storytelling, advertising, and social media, originating in the outdoors lifestyle industry. Growing up surfing competitively in San Diego led me to seek sponsorship through networking and self-branding, helping me realize my passions for marketing and writing.



EDUCATION

University of California,
Santa Barbara

Bachelor of Arts, Class of 2017

Major in Communication, Minor in Professional Business Writing
College of Letters & Sciences Honors Program



PROFESSIONAL WRITING EXPERIENCE

Content Marketing Specialist
Brain Corp
August 2020 - Present

- Develops and executes the company's content marketing, social media strategy, and internal communication plans
- Produces content for campaigns focused on brand awareness, engagement, and demand generation
- Oversees web content strategy encompassing the brand voice and company goals

Marketing Copywriter
Raken
March 2019 - March 2020

- Wrote all copy for blog, email, landing pages, social media, eBooks, contributed articles, bylines, and other marketing collateral
- Managed all company social media pages, including Facebook, Instagram, LinkedIn, and Twitter, creating both organic posts and paid campaigns and increasing engagement by over 100%
- Worked cross-functionally under tight deadlines to write content for a full website redesign and three major product launches

Writer
Hansen Surfboards
June 2017 - April 2019

- Blog posts published weekly on the Hansen's blog, reaching audiences of over 100,000 through the website and various social media channels
- Articles cover topics such as traveling, surfing, lifestyle stories, trends

Marketing Intern
Hofmann Architecture
November 2016 - May 2017

- Managed the LEED-certified firm's social media pages, increasing Instagram follower count by 16% over 6 months
- Wrote copy, emails, and articles for bi-monthly newsletter

Style Blogger
SWELL.com
March 2014 - March 2015

- Wrote weekly blog posts on the SWELL style blog with lifestyle segment "Slice of Life," utilizing SEO strategies and blog best practices



SKILLS

- Copy / Content Writing
- Marketing
- Social Media
- Content Management
- Campaign Development
- Project Management
- Photo Editing



LEADERSHIP

UC Santa Barbara Surf Team Captain, 2014 - 2017

- Selected and coached over 30 team members, organized practices, planned budget, represented team at UCSB Sport Club Council
- Submitted rosters and led 14 time national title holding team for all NSSA (National Scholastic Surfing Association) contests along the California coast

Coordinator of Isla Vista Memorial Paddle Out, 2014 - 2017

- Organized yearly paddle out for 500-1000 students, honoring those lost in the tragic shooting in Isla Vista in May 2014